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SEXUALLY EXPLICIT MATERIALS AND ATTITUDES TOWARD WOMEN

BY

JULIENNE COLBOW

A THESIS

SUMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF EDUCATION

IN

SCHOOL PSYCHOLOGY

DEPARTMENT OF EDUCATIONAL PSYCHOLOGY

EDMONTON, ALBERTA

SPRING, 1987

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FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research for acceptance, a thesis entitled SEXUALLY EXPLICIT MATERIALS AND ATTITUDES TOWARD WOMEN submitted by Julienne Colbow in partial fulfilment of the requirements for the degree of Master of Education in School Psychology.

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Date: November 14, 1986

ABSTRACT

This study was conducted to examine people's attitudes toward and experiences with sexually explicit materials, and to investigate the relationship of these variables to negative attitudes toward women. A total of 215 college students completed survey questionnaires during classroom administrations. Analysis of their responses indicated that men reported more experience with nonviolent sexually explicit stimuli than women, but that the genders were similarly inexperienced with aberrant and violent themes. Men and women reported similar attitudes in regards to permissiveness of these materials for adult entertainment. Correlational analysis revealed that the pattern of relationships among attitudes towards sexually explicit materials, experiences with sexually explicit materials, and attitudes toward women was very different for the genders. For men experience with violent sexual stimuli was associated with acceptance of violence against women and a belief that sexual relations were adversarial. By contrast, women's experience with these materials was associated with liberal attitudes toward women. Men's permissive attitudes toward both violent and nonviolent sexually explicit materials were associated with sexually agressive attitudes, whereas for women permissive attitudes toward nonviolent sexual

stimuli were associated with liberal attitudes toward women. Finally, for both men and women, the more experiences they reported having with these materials, the more permissive were their attitudes toward them.

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Chapter I

INTRODUCTION

In 1970 the U.S. Presidential Commission on Obscenity and Pornography (1970) released its final report, principally recommending that government not interfere with the rights of adults to read or view sexually explicit materials. This conclusion was based on nine volumes of research studies, whose findings were proof, in the opinion of a majority of the Commission members, that there were few if any adverse effects resulting from exposure to the explicit presentation of sex. Notwithstanding the considerable research criticisms (Cline, 1974; Eysenck & Nias, 1978) levelled at these studies, some writers (Diamond, 1980; Dienstbier, 1977; Wills, 1977) have viewed the Commission's decision as inevitable, reflecting the liberal ideology of that time which posited that any expression of sexuality was healthy and progressive. One should bear in mind that the materials used in the Commission research would be considered "tame" when compared to those available on the market today (Gray, 1982).

Very little attention was focused on the availability of these materials until the mid-seventies at which time a series of events brought "pornography" both as a word and a phenomenon to the public's attention (see Lederer, 1980). The movie Snuff, which purported to depict the

brutal rape and murder of a woman for the purpose of sexual entertainment, was released. Many adult magazines, such as Hustler and Oui were also portraying women being chained, whipped and beaten for sadomasochistic gratification. Record companies were using this same combination of sex and aggression on record albums and billboards as part of their marketing strategies (Time Magazine, 1977). These incidents aroused the anger of many feminists, resulting in the organization of Women Against Violence in Pornography and the Media, a group which marched 5000 strong through San Francisco's red-light district.

As a consequence, North American feminists became committed to the elimination of this juxtaposition of violence and sexuality in the media. They joined social conservatives and church groups in lobbying all levels of government for social policy with respect to the pornography question. In Canada one result of this political action was the establishment of the Special Committee on Pornography and Prostitution--often referred to as the Fraser Commission--which in 1984 received hundreds of briefs at various public hearings across the country.

Although the Fraser Commission's final recommendations were to criminalize violent pornography but not highly explicit materials, these suggestions were rejected by the justice minister. Within the last year,

new legislation has been presented in parliament, which if passed would result in wide spread censorship of sexually explicit materials in Canada. Similarly in the United States, the Meese Commission has recommended tougher measures be taken to restrict sexually violent pornography, as well as degrading and erotic materials. Both of these events represent an increasingly militant position that governments are taking against the distribution of explicit sexual materials.

The Effects of Sexually Explicit Materials on Attitudes toward Women

During the fifteen years that these events were taking place a considerable amount of research was being generated regarding sexually explicit materials, ranging from studies surveying their availability to research that questioned their influence on aggressive behavior. Recently, however the focus of the research has shifted to the impact that the explicit presentation of sex has on attitudes toward women. This shift can perhaps be credited to the extensive feminist literature, which has in recent years provided a unique point of view on this issue. Malamuth and Billings (in press) have credited the feminist perspective with having "guided a large segment of the systematic research" in this area. Furthermore, the Fraser Commission's report (1985, pp. 18-22) recognized the special contributions of feminist philosophy to the debate on pornography. According to the

feminist viewpoint, (Barry, 1979; Brownmiller, 1975; Diamond, 1980, 1985; Dworkin, 1981; McCormack, 1980) the manner in which women are portrayed in violent sexual materials leads to misogynist attitudes.

The Research Findings

Has the research literature empirically supported the feminist proposition that sexually explicit materials foster hostile attitudes toward women? In those studies (Mosher, 1971a; Zillman & Bryant, 1982) that have investigated only the effects of nonviolent, standard-fare, explicit materials the results have been equivocal. Although utilizing the same dependent measure--scores on Mosher's (1971b) Sex Callousness scale--Mosher (1971a) found that exposure to these materials resulted in more favorable attitudes, whereas Zillman and Bryant (1982) determined that viewing erotic films resulted in more calloused attitudes. The differing findings may be explained by the different levels of exposure used in the two studies. Mosher (1971a) showed only two short films in his treatment condition whereas Zillman and Bryant (1982) had various treatment levels ranging from no exposure to massive exposure (36 films). Given that both research studies used similar films, it raises the question, "Is it the amount of exposure which determines whether hostile attitudes increase or decrease?"

Other attitudes outcome studies (Check, 1985; Malamuth & Check, 1980a, 1980b, 1981, in press; Malamuth,

Haber & Feshbach, 1980; Malamuth, Reisin & Spinner, 1979) have included sexually violent materials as well as nonviolent but very dehumanizing materials[1] as part of their treatment levels. In these investigations subjects were randomly assigned to a treatment condition and were then exposed to a variety of materials, some of which were merely sexually explicit, others of which depicted violence or degradation and sex together. In order to assess how exposure to these materials affected attitudes, subjects were requested to complete questionnaires, either immediately after exposure or after an intervening period.

By comparing dependent measures across treatment conditions, Malamuth and his research associates were able to conclude that when women were portrayed as enjoying violent sexual victimization, research subjects reported holding beliefs supportive of this myth on follow-up attitude surveys. In addition Check (1985) concluded that exposure to nonviolent but degrading materials produced a similar anti-social impact on attitudes. These attitudes, however, were not expressed when women in the treatment condition were depicted as being horrified by sexual violence or were shown in mutually consenting sexual portrayals. This latter finding conflicts with those of the previously mentioned Zillman and Bryant (1982) study which found increases of callousness after exposure to standard-fare, non-aggressive materials. Could these different findings indicate that violent, sexually

explicit materials, exposed over a short period of time have a similar impact as long term exposure of more "tame" materials?

These studies, with the exception of Malamuth and Check's (1981) field experiment have been criticized because they have taken place within a laboratory setting, where demand characteristics might influence subject responses on pen and paper surveys (Duggan, 1985). A further criticism, made by the researchers themselves (Malamuth & Check, in press) is that exposure to the materials is not only short-term in nature but that reactions to the materials might be different if subjects had made the choice to experience them in the privacy of their own homes.

In a cursory attempt to accommodate for artificiality of exposure in a laboratory setting, Malamuth and Check (in press) and Check (1985) attempted to evaluate experience levels, in natural settings, prior to experimental exposure. Through the use of a single-item questionnaire men were asked how frequently per month they read Penthouse or Playboy magazines (Malamuth & Check, in press) or how often they viewed sexually explicit videos or films (Check, 1985). Answers were then correlated with beliefs in sexual violence myths and with hostile attitudes toward women. An association was found between these attitudes and high levels of exposure.

When scrutinizing these two studies, some limitations

can be detected. First, the use of a single-item questionnaire is an imprecise method of discriminating between high and low frequency users, and it also assumes that if individuals do not use one particular form of sexually explicit materials that they are therefore non-users or have no experiences with them. Second, these questionnaires do not differentiate between subjects who prefer to use only nonviolent, standard-fare explicit materials from those who avail themselves of the more aggressive or degrading categories.

Purpose of the Study

The impetus for the present study came from some of the conflicts and limitations of the previous research on the effects of sexually explicit materials on attitudes toward women. First, although some preliminary investigations (Check, 1985; Malamuth & Check, in press) have been done, there has been no extensive research examining the relationship between experience with sexually explicit materials in naturally occurring settings and hostile attitudes toward women. More refined measurement of experiences levels in naturalistic settings needed to be performed. Part of this project involved an analysis of the effectiveness of two survey questionnaires, designed to elicit information concerning the amount of experiences individuals have had with sexually explicit materials.

Secondly, the findings regarding the effects of

sexually explicit materials on attitudes toward women have been somewhat contradictory. The various studies have found that exposure to nonviolent, sexually explicit materials decreases hostile attitudes toward women (Mosher, 1971a), increases these attitudes (Zillman & Bryant, 1982), or has no effect (Check, 1985; Malamuth & Check, 1980a, 1980b, in press). Regarding violent, sexually explicit materials, Malamuth and his colleagues, as well as Donnerstein and Berkowitz (1981) have concluded that it is the portrayal of sexual violence in a "favorable" manner that affects subsequent acceptance of hostile attitudes. To reconcile some of the previous contradictory findings, my research compared the relationship between a) experience with violent, sexually explicit materials and attitudes toward women, and the relationship between b) experience with nonviolent, sexually explicit materials and attitudes toward women.

Another important objective of this study was the examination of attitudes toward the acceptability of sexually explicit materials. To date there has only been one Canadian study (Check, Heapy & Iwanyshyn, 1985), which involved a national survey of attitudes toward sexual content in the media. The present study was needed in order to extend the previous Canadian research and to better understand the extent to which Canadians adopt a permissive or restrictive position regarding the acceptability of these materials.

Previous investigators have concluded that several variables influence one's tolerance of sexually explicit materials including: educational level, race, liberalism, authoritarianism, age, gender, and the specific content of the materials (Byrne & Lamberth, 1971; Check et al., 1985; Herrman & Bordner, 1983; Roach & Kriesberg, 1971; Stauffer & Frost, 1976; White & Barnett, 1971; Wilson & Abelson, 1973). This study included some of the above variables, including gender, age and education to verify that they would demonstrate patterns of influence similar to those in previous studies. Attention was also given to how subjects evaluate various sexually explicit themes to determine if some are more acceptable than others. Although this has been done in previous American surveys, it has never before been included in Canadian research.

In addition, the present research attempted to answer the question, "Is there a relationship between attitudes toward the acceptability of sexually explicit materials and attitudes toward women?" Almost no attention has been given to this question other than in one study (Mosher, 1971a), in which there was a passing consideration of how calloused attitudes toward women influence ratings of erotic films.

Of final interest was the relationship between experiences with sexually explicit materials and attitudes toward these materials. Only one study (Check, 1985) has ever investigated this association, concluding that "high

frequency pornography consumers have more positive attitudes towards pornography than low frequency consumers" (p. 44). More research regarding this particular association was obviously necessary in order to substantiate this one investigation's findings.

In summary, of greater interest in this investigation was to examine the type and extent of the correlations amongst: experience with sexually explicit materials, attitudes toward sexually explicit materials, and attitudes toward women. This study also evaluated the influence of specific independent variables, such as age, education, and gender on these attitude measures and correlations. A secondary focus was to determine how much experience and what kind of experiences subjects had had with sexually explicit materials, and to what extent they endorsed attitudes accepting of these same materials.

Explanation of Terms

In chapter I there has been an attempt to use the phrase "sexually explicit materials" whenever possible, rather than the more familiar term "pornography". This study involves what would be commonly regarded as pornography research and indeed the social science literature has overwhelmingly opted for the use of this term. Because of the problems in defining pornography, as well as because of the pejorative connotations that this word has, I prefer the more general descriptor "sexually explicit materials". Although this is my preference the

terms "pornography" and "erotica" are also frequently employed throughout this work. It is hoped that the context in which these various terms are used will provide the reader with an understanding of the meaning behind them.

Footnotes

1 Check (1985) describes the dehumanizing materials that were used as "...portrayals of sexual interactions in which the woman was portrayed as hysterically responsive to male sexual demands, was verbally abused, dominated and degraded, and in general treated as a plaything with no human qualities other than her physical attributes..." (pp. 14-15). Check believes these type of portrayals constitute a category of pornography separate from and different than sexually violent materials.

Chapter II

LITERATURE REVIEW

This chapter reviews the literature on sexually explicit materials that pertains to the present study. It begins with a consideration of an issue receiving much sensational coverage from the press (see Time Magazine, 1986), which is the implications of the content changes in sexually explicit materials over the last fifteen years. Following this is a consideration of the research that has analyzed how much experience individuals have had with sexually explicit materials. The major part of this chapter reviews the investigations that studied attitudes toward sexually explicit materials, and secondly the effects of these materials on attitudes toward women. In examining the research on attitudes toward sexually explicit materials, the recent studies are presented separately from those that took place more than ten years ago. The section on attitudes toward women concludes with a brief critique of the research to date, and an outline of the research hypotheses to be investigated in the present study.

The Changing Face of Sexually Explicit Materials

In 1970 when the Presidential Commission on Obscenity and Pornography published its report, based on nine volumes of research, it indicated that only 5 per cent of all pornography dealt with sadomasochism or other deviant

themes. Ten years later, Dr. M. Goldstein, one of the original commission investigators, acknowledged in the "New York Times" (1980) that modern pornography had become more explicit and more violent than that used in the earlier studies. Although the mainstay of sexually explicit materials is still "the naked female body, breasts and genital exposed" (Brownmiller, 1975, p. 443), over the last decade and a half the manner in which women are portrayed has worsened, and certain taboo topics, hitherto unimagined, have become part of today's pornographic image.

Of note, is the proliferation of material featuring sex with children (Griffin, 1981; Linedecker, 1978; Time Magazine, 1976). Florence Rush (1980) has estimated that in the United States alone the "kiddy-porn" industry earns one billion dollars annually, exploiting approximately one and a half million children. Two related themes, directly and indirectly involving children, are found in the incest cartoons and stories of hard-core pornography (Lederer, 1980), and in the recent depictions of naked pregnant women in magazines such as Hustler (Dworkin, 1981). Although it would be misleading to suggest that these last two examples are as marketable as the kiddy-porn materials, they are offered as evidence that "nothing is sacred" if it is at all "marketable" within the pornography industry.

Not only have certain topics been added to sexually

explicit materials, but the very way in which women are depicted has been changing. The ubiquitous, semi-covered pin-up girls of the "60's" has been replaced by explicit depictions of female genitalia (Johnson & Goodchilds, 1973). Female sexuality is presented as being similar if not identical to that of males or as Beatrice Faust (1980) has noted, women in pornography are pseudo-males, tolerant of impersonal sex, easily aroused, and most interested in genital activity. Apart from these sexual inaccuracies, stereotypes abound in that women are always young and attractive (Dworkin, 1981), and are presented most often as housewives or secretaries (Smith, 1976).

Violent Themes

The escalation of violent themes in sexually explicit materials is a well-documented fact in feminist literature (Clark, 1980; Dworkin, 1981; Griffin, 1980; Lederer, 1980; McCormack, 1980; Steinem, 1978), and has been the main cause of the current wave of feminist demonstrations against it. Kathleen Barry (1979) has observed that this trend towards more violent themes began in Denmark when restrictions on pornography were lifted. The juxtaposition of aggression with sex took place gradually and subtly, with the use of "groundbreakers", which included such devices as cartoons and fairy tales wherein rape and incest themes were passed off as "just a joke" (Lederer, 1980).

With the acceptance of the violence-sex association,

pornographers moved from cartoon characters to real women. The repertoire of pornography now includes sadomasochism, slavery, bondage, mutilation of female breasts and genitalia, rape, and the most extreme example, "snuff films" that purport to show the actual murder of sexually assaulted women (LaBelle, 1980). The most prevalent myths conveyed are that women are basically masochistic, and need male domination (Brownmiller, 1975). Because of this increasing theme of violence feminists believe that pornography's major function is to spread hatred against women (Malamuth & Billings, 1984), and have labelled it misogyny or "woman hating" literature (Morgan, 1980). Years earlier, before this wave of aggressive pornography, Robert Stoller (1970) had reached the same conclusion arguing that all pornography, including pin-ups and centrefolds, has hostility and hatred of women as its essential element.

Research Findings

Adding credence to the argument that sexually explicit materials are becoming increasingly violent, are three content analytic studies (Dietz & Evans, 1982; Malamuth & Spinner, 1980; Smith, 1976) whose findings support the feminist observations. Smith (1976), critical of the 1970 commission's lack of research on the content of pornography, analyzed 428 hard-core paperbacks sold in regular bookstores in eight smaller American cities. He found that in one third of all sexual episodes, force was

used to coerce an unwilling female into sex, with the often associated myth that she involuntarily became aroused. From 1968 to 1974 the number of rape episodes described in this literature had doubled. Malamuth and Spinner (1980) also found an increase in aggressive themes in two popular soft-core magazines, Playboy and Penthouse. By analyzing pictures and cartoons from 1973 to 1977, they found that pictorial sexually violent themes increased over the years in both magazines. However, these researchers have been criticized (Gray, 1982) for including all sadomasochistic scenes within their violent themes analysis as in some cases these depicted sexually consenting acts. Finally, Dietz and Evans (1982) inspected the covers of 1760 heterosexual pornographic magazines, classifying them according to theme, and then comparing them with materials prevalent in 1970. Whereas at the time of the pornography commission's studies, the predominant cover theme was a woman posed nude, bondage and domination were featured on 17.2 per cent of the covers in 1981.

Conclusions

Over the years, sexually explicit materials have increasingly included scenes that portray women as having masochistic inclinations, desiring and enjoying male brutality. Some researchers (Faust, 1980; See, 1974) consider that this increase merely represents the consumer's boredom with regular-fare pornography. Others

(Malamuth & Billings, in press) believe that these themes represent "sexist" ideology, with its promotion of a male domination/female submission dynamic. Feminist writers (Barry, 1979; Diamond, 1980; Dworkin, 1981; Griffin, 1980) contend that this proliferation of rape and sadomasochistic themes is a backlash against feminism. Diamond (1980) sees pornography as part of a larger social control mechanism attempting to keep women at a subordinated status. Before reaching any conclusions about these assertions, the research regarding how much experience individuals have had with these materials and the effects on their lives needs to be examined. In reviewing these studies it should be kept in mind that research in the early studies involved a much tamer product, and thus comparing their conclusions with later findings may be questionable.

Experience with Sexually Explicit Materials

Although the size of the pornography industry in North America is difficult to gauge, with estimates varying from four billion dollars (Barry, 1980; Griffin, 1981; Hite, 1981) to 50 billion yearly (Fraser Commission, 1985), it seems safe to conclude that sexually explicit materials are far more prevalent today than they were during the time of the Presidential Commission's study. Researchers over the past decade and a half have studied the question of their availability and their use, either through consumer studies, (Finkelstein, 1971; Kutschinsky,

1971; Massey, 1971; Nawy, 1973; Winick, 1971) or by surveying specific groups' and the general public's experiences with them (Abelson, Cohen, Heaton & Suder, 1971; Check, 1985; Check, Heapy & Iwanyshyn, 1985; Davis & Braucht, 1973; Malamuth & Check, in press; Peat, Marwick & Partners, cited in the Fraser Commission, 1985; Roach & Kriesberg, 1971). The consumer studies, funded during the early 70's, focused on who the patrons of adult entertainment outlets were, whereas the exposure research was interested in how often the general public either purchased or had been exposed to sexually explicit materials.

The consumer research studies all followed the same basic procedures, with observers stationing themselves at bookstores, movie theatres, and movie arcades, and then making observational estimates of various attributes of the patrons. Three of these studies (Kutschinsky, 1971; Massey, 1971; Nawy, 1973) also included questionnaire or interview assessments, whose results replicated and strongly supported the observational data. Due to this finding and the high inter-observer reliability, it was felt that the observational methodology alone would yield fairly accurate results. The studies took place in various milieus, ranging from highly liberal cities such as San Francisco (Nawy, 1973) and Copenhagen (Kutschinsky, 1971) to the more conservative locals of Boston (Finkelstein, 1971) and Denver (Massey, 1971). Winick

(1971), in his study of adult bookstores and theatres, surveyed eight different American cities, varying in size and location. Regardless of the region, the results from all of these studies are comparable.

Patrons of sexually explicit businesses, whether they were only browsers or actually purchased materials, demonstrated similar characteristics. All five consumer studies mentioned above found that consumers were predominantly middle-class, male Caucasians, who attended these establishments on their own, and were between 25 and 45 years old. Nawy (1973) and Massey (1971), through additional analysis, concluded that the average consumer was married, and had in many instances some college education. They also observed that visitors to bookstores and non-purchasers were typically younger and from a lower socio-economic level than were movie patrons and buyers. When typifying the consumer of erotica, Nawy (1973) brightly concludes, "In demographic terms, he is a model of American achievement - the backbone of the nation" (p. 160).

Given that there has been an increase in the availability of sexually explicit materials does this therefore mean that there is also an increase in the number of people who are exposed to it? Information from the earlier exposure studies is very limited, and the format of the questions regarding experience with sexual materials differ considerably from the questions posed in

more recent surveys. Because of these limitations comparisons between results of the earlier exposure research and those from today are difficult to make.

In determining how much experience people have had with sexually explicit materials, either national population studies (Abelson et al., 1971; Badgley, cited in the Fraser Commission, 1985; Check, Heapy & Iwanyshyn, 1985; Peat et al., 1985) were employed or selected groups of individuals were surveyed for their experiences (Check, 1985; Massey, 1971; Roach & Kriesberg, 1971). Given the random sampling methodology and the large sample sizes used in the former studies, these probably best reflect trends in exposure. Both recent and older national surveys found that a very high percentage of the general public have been exposed to standard fare, nonviolent depictions of explicit sexuality at some time in their lives. Both Abelson et al. (1971) and Massey (1971) found that over fifty percent of the individuals that they surveyed had seen explicit nudity or heterosexual intercourse displayed in the media. Badgley (cited in the Fraser Commission, 1985) reported similar findings with 43 percent of his sample having seen displays of intercourse on television, alone. Notable changes in trends over the years, have been the increased frequency of homosexual scenes, and explicit displays of sexuality and violence together. Due to differences in research design it is unclear whether more people are seeing these materials

today or even if the individual is seeing more explicit sexuality than 15 years ago.

Correlates of experiences with sexually explicit materials

Although it is difficult to evaluate the level of exposure that the general public has had with these materials, it is somewhat easier to describe the socio-cultural variables that are associated with higher levels of experience. As with the consumer studies, the exposure researchers (Check et al., 1985; Davis & Braucht, 1973; Peat et al., 1985; Wilson & Abelson, 1973) have concluded that the religiously uncommitted, liberally-oriented, higher education, middle-class male tends to report more frequent experiences with sexually explicit materials. In contrast to the 1970's consumer research, some of these researchers (Check et al., 1985; Peat et al., 1985; Wilson & Abelson, 1973), however, found more frequent usage among younger, unmarried individuals. An interesting and perhaps anomalous finding of Peat, Marwick and Partners (cited in the Fraser Commission, 1985) was that the unemployed were overrepresented amongst the purchasers of sexual materials. Given the high cost of these materials, those with more money to spend usually tend to be the primary purchasers. In regards to behavioral or attitudinal correlates of experience with pornography, higher users of sexually explicit materials tended to have more sexual experiences (Wilson & Abelson, 1973), were more sexually aggressive, (Check, 1985), demonstrated more

sexual deviance, (Davis & Braucht, 1973) and expressed more negative attitudes toward women (Check, 1985).

These last findings are perhaps the most important aspect of the research on experience with sexually explicit materials. Although it may be interesting to speculate on the prevalence of these materials and the extent to which the public has seen them, the more important consideration is, "do they cause harm to people's attitudes and behavior?" It has been established that many people have seen explicit sexual materials at some time in their lives, but is the individual who has experienced greater quantities more likely to be affected than the individual who has seen relatively little? This then, leads to the final section of this review which considers in part the empirical research relating to these two questions.

Sexually Explicit Materials and Attitudes

Of specific relevance to the present study is the previous research that has focused on the issue of attitudes. Studies in this area have either questioned what attitudes people endorse in regards to the availability of sexually explicit materials or what effects experience with them has had on attitudes toward sexual practices (Howard, Reifler & Liptzin, 1971; Mann, Sidman & Starr, 1973; Young, 1979), attitudes toward sex crimes (Bachy, 1976; Ben-Veniste, 1971; Kutschinsky, 1971, 1973) and attitudes toward women. The comments on the

attitudinal effects will be limited to the area of attitudes toward women.

Attitudes Toward Sexually Explicit Materials

Earlier investigators were interested in what specific factors influence attitudes toward sexually explicit materials. Some researchers (Byrne, Fisher, Lamberth & Mitchell, 1974; Byrne & Lamberth, 1971; Wilson & Abelson, 1973) found a strong negative correlation between acceptance of sexually explicit materials and religiosity, moral beliefs, and moral rigidity. Variables positively associated with acceptance of sexually explicit materials are age, education, and liberalism (Byrne & Lamberth, 1971; Kutschinsky, 1971; Wilson & Abelson , 1973). One other conclusion is that females report more negative attitudes toward sexually explicit materials, expressing less interest and more feelings of embarrassment and anger (Byrne et al., 1974; Byrne & Lamberth, 1971; Mann et al., 1973; Roach & Kriesberg, 1971; Stauffer & Frost, 1976; Wilson & Abelson, 1973).

Research in the 70's was also focused on regulations concerning the dissemination of these materials. Many of these studies had been expressly funded by the Presidential Commission in order to answer this question (Abelson et al., 1971; Kutschinsky, 1971; White & Barnett, 1971). The most frequently proposed restrictions were based on access due to age, with the suggested age of restriction varying from study to study (Roach &

Kriesberg, 1971; White & Barnett, 1971; Wilson & Abelson, 1973). Attitudes regarding acceptability also varied according to content (Byrne & Lamberth, 1971; Wilson & Abelson, 1973). The themes and/or content most often considered unacceptable were group sex, homosexuality, sadomasochism, and the explicit display of genitals. People surveyed in these studies were consistently in favor of more stringent regulations for television broadcasts than for private viewing. It is interesting to note that in some investigations, whose main purpose was to study the effects of pornography viewing, the experimental subjects became more permissive than the controls towards pornography's availability, believing it to be harmless and unlikely to cause anti-social acts (Mann et al., 1973; Howard et al., 1971). The materials displayed in these studies would be categorized as nonviolent "erotica". To summarize, for most people polled in the earlier attitude surveys, the majority were not against their usage, and the most prevalent opinion was that they were not suitable for children.

The current research into attitudes toward sexually explicit materials has focused on questions which hitherto were not at issue. Most significantly these studies (Check, Heapy & Iwanyshyn, 1985; Herrman & Bordner, 1983; Newsweek, 1985; Reiss, 1981) have distinguished between standards of tolerance for sexually violent materials versus nonviolent erotica. Related to this distinction

and perhaps reflecting the concerns of some feminist writers (Longino, 1980; Steinem, 1980) the latest studies (Check et al., 1985; Fisher & Byrne, 1978; Time Magazine, 1986) have been more concerned with definitions of pornography, and perceptions of the differences between erotica and pornography. Finally, given the proliferation of videocassette recorders, which has made sexually explicit films more readily accessible for private viewing, the recent researchers (Check et al., 1985; Newsweek, 1985) have begun to ask what restrictions should be put on the sale and rental of sexually explicit videocassettes.

Regarding the difference in attitudes toward violent versus nonviolent materials, the findings have been consistent. Survey respondents (Check et al., 1985; Herrman & Bordner, 1983; Newsweek, 1985) express restrictive opinions regarding media presentations of sexual violence. Unlike previous research subjects (Wilson & Abelson, 1973) people have become more accepting of even highly explicit sexual depictions, including the display of genitals, as long as these scenes are without violence. From these responses, Check, Heapy and Iwanyshyn (1985) have concluded that people "seem willing to view sexual materials if they could be assured that what they were getting was mutually consenting, positive sexuality or what many have called 'erotica'" (p. 19).

There have been some attitudinal trends that have not

changed over time, with many of the current findings being consistent with those of fifteen years ago. Attitudes toward sexually explicit materials are still substantially influenced by gender (Check et al., 1985; Herrman & Bordner, 1983; Time Magazine, 1986; Zillman & Bryant, 1982), such that women today are more consistently in favor of restrictions and are far more willing to legally ban them than are men. Similar to the previous investigations, tolerance of pornography continues to be significantly higher for younger persons, blacks, the higher educated, and individuals who are not devoutly religious nor morally rigid (Check et al., 1985; Herrman & Bordner, 1983).

Of interest to the present study is the current day finding that experience with sexually explicit materials is a variable which influences attitudes toward their acceptability. There is some empirical evidence (Malamuth, Reisin & Spinner, 1979; Check, 1985; Zillman & Bryant, 1982) to support the assumption that when people are exposed to sexual materials, both coercive and noncoercive, they are less judgemental and do not feel as strongly about the need for censorship as subjects who have had less exposure. These findings substantiate the desensitization effect often put forth in the literature as one of the negative consequences of the proliferation of pornography (Eysenck & Nias, 1978, Dworkin, 1981; Griffin, 1981; McCormack, 1985. It should be emphasized

that these findings were not a result of attitude surveys but rather due to manipulation of exposure levels as part of laboratory research. Although it has been suggested (Gross, 1982) that these favorable evaluations have resulted from experimental legitimization, Zillman and Bryant (1982) argued that if subjects in these studies infer innocuousness from the researchers' usage of these stimuli, then the public is similarly likely to infer harmlessness of these materials from society's legitimization of their availability.

Notably, one finding that has changed over time is the degree to which people believe that sexually explicit materials have adverse effects on attitudes and behaviors. Whereas in 1971 (Abelson et al., 1971) a minority of people expressed the opinion that viewing sexual materials lead some people to commit rape, recent reports indicate that anywhere from 56 per cent (Time Magazine, 1986) to 73 per cent (Newsweek, 1985) of those surveyed maintained this opinion. There have also been significant increases in the percentage of people who believe that explicit sexual media lead people to lose respect for women; as high as 76 per cent endorsed this statement in 1985 (Newsweek, 1985) compared to 44 per cent fifteen years ago (Abelson et al., 1971). There have been similar, although not nearly so striking increases in the public's belief that sexually explicit materials lead to a breakdown in morals.

In conclusion then, factors which influence the degree to which one is tolerant of sexually explicit materials have remained the same over time, including age, gender, education, race, religiosity and experience. Recently however, the public has become more concerned about the proliferation of sexual violence displayed in magazines, films, and videos. With this growing concern over violent sexuality, also referred to as violent pornography, there has been a concomitant increase in the public's belief that sexual materials have an adverse effect on people's lives, more specifically on their attitudes toward women. The empirical findings related to this concern are presented below.

Attitudes Toward Women

Research into the effects of viewing sexually explicit materials on attitudes toward women has been very limited, especially when compared to the hundreds of studies which analyze their behavioral effects. During the time of the Presidential Commission's investigation, interest regarding misogynist attitudes was almost nonexistent with only one researcher (see below) considering the possibility that the inferior, sexually nondiscriminating manner in which women are portrayed might affect attitudes toward them. This is perhaps reflective of an era during which the negative or stereotyped presentation of women in any media form was not cause for concern (Weibel, 1977). Within the last

five years there has been growing attention focused on the question of whether pornography fosters sexually aggressive attitudes. The research on this topic is still very much at the pioneering stage, with relatively few systematic studies having been undertaken. The dozen or so that have been carried out to date are comprehensively reviewed below.

Donald Mosher (1971a; 1971b), the first to do research in this area, developed the Sex Callousness scale which focused on attitudes approving of the sexual exploitation of women through aggressive acts. Some of the items on this scale include: a belief in a "good - bad" woman dichotomy", with the related ideas that "bad" women are supersexed, exploitative, and fair sexual game; the belief that sexual aggression is justified; and also the idea that most women want to be dominated. In an initial study Mosher (1971b) found that sex callousness correlated with the reported use by college males of sexually aggressive behavior in dating situations.

During a later study of the effects of pornography viewing on college students, Mosher (1971a) administered his scale to male subjects, once prior to film viewing, immediately after film viewing, twenty-four hours later, and finally two weeks later. By splitting the scores on the scale into high and low sex calloused groups, Mosher found that males with higher sex calloused attitudes tended to have more liberal pre-marital and extra-marital

attitudes, and that they also reported higher levels of sexual arousal to the films than did less calloused males. When Mosher examined changes in the scores across time he found that there was a decrease in sex calloused attitudes. His explanation for this trend was that viewing of the films had had a catharic effect such that the male activity of watching a stag film lessened the need to affirm their callous attitudes. Thus Mosher's conclusions support the catharsis argument often used by other researchers (Baron, 1974; Baron & Bell, 1977; Howard, Liptzin & Reifler, 1973; White, 1979) studying the effects of pornography on aggression.

Mosher, in his description of the two films that were used in the study, acknowledged that they displayed more affection than is typical of most pornographic films. Eysenck and Nias (1978) criticized this, as well as lack of a control group, as weaknesses of this study. More importantly, later researchers (Donnerstein & Berkowitz, 1981; Malamuth & Donnerstein, 1982) were to conclude that the critical dimension of sexually explicit films that increases hostile attitudes toward women, as well as aggressive behavioral responses, is the amount of aggression displayed against a female victim. This element of aggression was missing in these films, but even more important, is the fact that the displayed affection may explain the decrease in sex calloused attitudes amongst the male participants.

A decade elapsed before any further research on the effects of pornography on calloused attitudes toward women was done, with the Sex Callousness scale not being used as a dependent or outcome measure until 1982. At this time Zillman and Bryant (1982) were two of a small group of social scientists considering the consequences of exposure to sexually explicit materials on attitudes toward women. In their research design Zillman and Bryant included three levels of exposure: a) "massive exposure" (36 sexually explicit films), b) "intermediate exposure" (18 sexually explicit films and 18 neutral films), and c) "no exposure" (36 neutral films), plus one control group that saw no films. This study's films depicted mainly oral-genital sex and anal intercourse, devoid of coercion or aggression and thus were very similar to those used by Mosher (1971a) a decade earlier. Equal numbers of males and females were placed in each of the conditions, and with the exception of control subjects, viewed the films over a period of six weeks. Three weeks after the completion of the exposure phase subjects were asked to complete various attitude measures as part of the post-treatment investigation. In addition, they read a newspaper account of a rape and were asked to suggest a prison sentence for the rapist.

In regards to the scores on the Sex Callousness scale, males in the massive exposure condition had significantly higher scores than males in the control group. In addition, both male and female subjects from

the massive exposure condition recommended significantly shorter prison terms for the rapist than did subjects from all other groups. Zillman and Bryant considered this "lack of punitiveness" to be an indirect expression of sex callousness toward the rape victim and thus (for the male subjects) supportive of the results on the Mosher scale. Finally, all the students were asked to indicate their support for the women's liberation movement. Although women expressed more overall support, the level of support was significantly lower for both sexes under the massive exposure condition. These three findings then, higher scores on the Mosher scale, minimized prison sentences, and lower support for the liberation movement, lead the researchers to conclude that massive exposure to standard fare pornography, lacking in aggression, promotes the trivialization of rape and increases calloused attitudes toward women.

Another group of researchers who have questioned to what extent sexually explicit materials might contribute to hostile attitudes toward women includes Dr. Neil Malamuth and Dr. James Check and their associates at York University, the University of Manitoba, and UCLA. The research carried out by these social scientists has several advantages over the previous two studies.

First, the Malamuth and Check studies have employed a greater diversity of materials, including sexually violent pornography, nonviolent, dehumanizing pornography, and

what is referred to as nonviolent erotica. Secondly, these studies were designed to systematically compare the effects of viewing violent pornography in which the female victim demonstrates abhorrence (negative outcome) versus violent pornography in which she involuntarily becomes sexually aroused (positive outcome). The latter of these themes is representative of a rape myth frequently portrayed in popular pornograqphy. Thirdly, the research initiated by Malamuth and Check is exceptional in that it studies the extent to which individual differences may mediate the effects of viewing sexually explicit materials. Eysenck and Nias (1978), in their critique of pornography research, emphasized that one of its major limitations is the fact that the interaction of personality variables and exposure to pornography has hardly been considered. Thus through these refinements in both theoretical considerations and experimental designs these researchers have become progressively more able to discriminate what specific aspects of the pornography experience promote misogynist attitudes and lead to the acceptance of aggression towards women.

Perceptions of Rape Victims

In a series of laboratory studies the researchers investigated the effects of various sexually explicit stimuli on subsequent responses to a rape portrayal (Malamuth & Check, 1980a, in press; Malamuth, Haber & Feshbach, 1980; Malamuth, Reisin & Spinner, 1979). Loss

of compassion for rape victims was targeted as a specific construct assumed to be a measure of a more general acceptance of violence against women. These studies also explored the degree of sexual arousal experienced by a "normal" population as a result of viewing sexually explicit materials and more specifically rape depictions.

In the first of these studies involving only two treatment levels, Malamuth, Haber and Feshbach (1980) randomly assigned college students to read either a "positive-outcome" sadomasochism pornography story or a "nonviolent" version of the same story. Subjects then read a "fictional" rape account in which the victim is realistically portrayed as being resistant and upset at what is happening. In these studies, this second story is referred to as the "rape criterion" or "dependent measure" story. Subjects were asked to report their perceptions of various aspects of the rape account as well as their general attitudes about rape. Prior to reading the stories subjects were evaluated for individual differences on aggression - anxiety.

Males low in aggression - anxiety, and females high in aggression - anxiety, who had read the sadomasochism version, perceived less trauma, pain, and resistance on the part of the rape victim. In addition, male subjects who read the sexually violent story were more punitive towards the rapist as measured by a recommended prison sentence. Although this last finding seemingly

contradicts those of Zillman and Bryant (1982), Malamuth et al., (1980) did not consider the males' punitiveness as evidence of compassion for the rape victim, but believed it to be an attempt to reduce their guilt over being sexually aroused by violent pornography. These same sexually aroused males, having read the sadomasochistic story first, indicated a higher likelihood of committing a rape, which in turn was associated with their beliefs that the fictional rape victim as well as women in general enjoy being sexually assaulted. Thus for the males in this study, low aggression - anxiety and high sexual arousal to coercive sex, but not consenting sex, were individual factors which further desensitized them to the suffering of rape victims.

Two other studies were designed along similar lines, with male subjects first being presented with a sexually explicit story, and then a second rape criterion story (Malamuth & Check, 1980a, in press). These studies, however, were more thorough in that the pornographic themes were manipulated to include three different audiotaped versions of the same story including: sexual aggression with a positive outcome (rape - arousal), sexual aggression with a negative outcome (rape - abhorrence) and mutually consenting sex scenes. Not surprisingly the findings supported Malamuth, Haber and Feshbach's (1980) initial work: subjects who first heard he rape victim arousal version, perceived less victim

trauma in the second rape criterion story (Malamuth & Check, 1980a), and believed that a greater percentage of women in general would enjoy being victims of sexual aggression (Malamuth & Check, in press) than subjects in the other two treatment conditions. These findings lead the experimenters to conclude that the victim's reaction to her rape (arousal versus abhorrence) was the specific element of the pornography story that influenced subsequent beliefs about rape victims.

In contrast to these studies an earlier analysis (Malamuth, Reisin & Spinner, 1979) found that exposure to violent pornographic pictures in magazines did not affect attitudes approving of sexual violence. These attitudes were measured in the laboratory by the subjects' reactions to a videotaped interview with an actual rape victim and later, by their answers to a survey of public attitudes.

In a later review of these studies, Malamuth's (1984) explanation of why there was no attitude change in this particular study was that the materials used in this experiment, although displaying aggressive acts, did not however depict positive outcomes to these acts (such as a woman involuntarily becoming aroused). Malamuth thus concluded that this study, as well as the later three lent support to the contention (Donnerstein & Berkowitz, 1981; Malamuth & Donnerstein, 1982) that favorable depictions of rape in sexually explicit materials affect subsequent reactions to the actual crime of rape.

Another aspect of this study that Malamuth has not considered is that the rape depiction used to elicit dependent measure responses, was an interview with an "actual" rape victim. In the three other experiments (Malamuth & Check, 1980a, in press; Malamuth, Haber & Feshbach, 1980), the second rape depiction was a third person fictional account of a rape. Although these accounts did not in anyway suggest women's arousal or consent, I believe that hearing a third person account of a rape might tend to depersonalize the event thus allowing for more acceptance of violence against women "out there". Seeing an actual rape victim speak of her experience has greater potential for arousing feelings of sympathy for her. There is no information as to the substance of the interview (Malamuth et al., 1979) but I would conjecture that at the minimum, seeing an actual victim interviewed could result in a more intimate consideration of the event of rape. This would not only have the potential of affecting responses to the immediate laboratory perception check but also answers on the general public attitude survey. This is not to say that the content argument put forth by Malamuth is invalid but to suggest additional and/or parallel reasons for the conflicting results.

Sexually Aggressive Attitudes

The assessment of people's perceptions to rape victims following exposure to sexually explicit materials is not the only method by which the attitudinal effects of

these materials have been tested. Other studies investigating the anti-social effects of pornography viewing have also employed attitude scales in their post-treatment analysis (Check, 1985; Malamuth & Check, 1981). These scales, which are purported to measure sexually aggressive attitudes, include the Acceptance of Interpersonal Violence (AIV) scale, the Adversarial Sexual Beliefs (ASB) scale, and the Rape Myth Acceptance (RMA) scale. These measures were developed by Martha Burt (1980), as a result of her research into attitudes that foster aggression between the sexes, including such acts as wife battery and rape. Briefly stated, the AIV scale assesses attitudes that support the use of force and coercion in intimate relationships, the ASB scale measures the degree to which one believes sexual relationships are fundamentally exploitative, and a representative statement form the RMA scale is "many women have an unconscious desire to be raped...".

Burt's (1980) scales were first employed in a field experiment on the effects of exposure to films that portray sexual violence with positive consequences (Malamuth & Check, 1981). Malamuth and Check undertook this type of study because of the criticisms made against laboratory studies of media effects. Specifically, commentators on pornography research (Bart & Jozsa, 1980; Eysenck & Nias, 1978) note the difficulty of generalizing laboratory results to "everyday life" settings in which

viewers, either in the privacy of their own homes or often in movie theatre settings, choose to use sexually explicit materials. Eysenck and Nias (1978) also point out the limitations of a) short term one time exposure studies which again do not reflect real life trends in pornography viewing (see Nawy, 1973; Winick, 1971) and b) the demand characteristics on laboratory subjects to report or behave in the way they believe experimenters want them to. Malamuth and Check (1981) designed and implemented this field experiment in hopes of alleviating some of these research problems.

University students were recruited from introductory psychology classes to take part in what was ostensibly a film rating program. They were randomly assigned either to view, on two different evenings, two movies, both of which portrayed the rape of a woman who becomes sexually aroused and subsequently falls in love with her assailant or to view two control films that did not portray acts of sexual violence. They saw the movies in campus theatres where two of them were being shown as part of the regular film series. Feature length popular movies were chosen as the experimental films rather than hard-core pornography because of their subtler falsification about women's reactions to rape.

Within a week of viewing the second movie, introductory psychology classes from which students were initially recruited, were given what was purported to be a

general survey of sexual attitudes. It was verified that subjects were not aware of the relationship between this survey and the mock movie rating study. Those students who had not signed up for the film exposure portion were used as a comparison group. Embedded within the survey were questions which comprised the dependent measures, including the AIV, ASB, and the RMA scales.

Analysis of the results demonstrated that overall males were more accepting of interpersonal violence, rape, and adversarial relations than women. Of more significance is the fact that for males exposure to the "sexual violence" films resulted in greater acceptance of interpersonal violence when compared to controls. There was a similar effect, approaching statistical significance, suggesting that the experimental films also increased male's acceptance of rape myths. These findings demonstrate that in a "real life" setting positive outcome rape arousal portrayals can affect perceptions of male-female relations and lead to anti-social attitudes toward women.

The most recent study on the effects of exposure to sexually violent pornography has also supported this conclusion (Check, 1985). Similar to the previous field study Check presented tapes containing sexual violence, portrayed as having favorable consequences, as well as tapes with depictions of mutually consenting sexual interactions, which were however highly explicit. Most

significantly though, in his third treatment condition he used nonviolent but very dehumanizing pornography. Although certain he would replicate the anti-social effects of violent sexual depictions, he also wanted to test if sexual displays that degrade and debase women but are without any violent behavior can produce the same calloused, sexual attitudes. Utilizing Burt's (1980) scales as well as Mosher's (1971b) Sex Callousness scale as his post-exposure dependent attitude measures, Check concluded that exposure to the sexually violent and the dehumanizing pornography had a demonstrable anti-social impact on the dependent variables, but that exposure to the nonviolent "erotica" demonstrated no harmful effects. Individual variables which mediated the effects of these tapes were sexual aggressivity and previous experience with sexually explicit materials.

It is interesting to note that only this research, and one other study (Malamuth & Check, in press) have ever questioned whether men who use sexually explicit materials outside of the laboratory, that is the "real world" are more accepting of sexually aggressive attitudes toward women than those who do not. As was predicted by both studies, higher levels of experience with sexually explicit materials were associated with a number of hostile attitudes toward women (Check, 1985; Malamuth & Check, in press). These included acceptance of: rape myths, violence against women, adversarial sexual beliefs,

and the belief that women enjoy sexual violence. Unfortunately, as noted in chapter I, these studies used only a single-item measure to assess experience levels, and did not differentiate between experience with nonviolent versus violent materials. More and better correlational analysis needs to be done before drawing any definite conclusions about the relationship between experience with sexually explicit materials and attitudes toward women.

Conclusions

When considering the vast amount of research that has been done regarding sexually explicit materials, one realizes that the number of studies on its effects on attitudes toward women is relatively few. However the research that has been done demonstrates a diversity in the types of materials used, including magazines, audiotapes, videotapes, pornographic short films, and feature length movies, and in the dependent measures investigated, such as support for the women's liberation movement, beliefs in rape myths, attitudes approving of sexual exploitation, and acceptance of violence in interpersonal relations. These studies, the majority of which are laboratory studies, are open to criticism, such as lack of control groups (Mosher, 1971a), use of males only (Check, 1985; Malamuth and Check, 1980a, in press), and the fact that all but one (Check, 1985) utilized middle-class college students. Despite their limitations

some conclusions have been reached. First, the findings suggest that exposure to sexually explicit materials that are not blatantly aggressive (Check, 1985; Zillman & Bryant, 1982) can have similar anti-social effects on attitudes as those documented from violent sexual depictions. Also the dimension of violent pornography proven to be crucial in fostering hostile attitudes is the image of a woman responding favorably to sexual aggression.

Directions for Further Research

Based on the findings of the content analytic studies, it is evident that the number of violent, and in some cases deviant themes is increasing in sexually explicit materials. Although research into the kinds of materials that people have been exposed to has included sadomasochism categories, no studies have considered this new genre of materials. Not even the most recent studies have investigated the extent to which people have encountered pedophilia, or violently degrading themes. Recent studies of attitudes toward sexually explicit materials have for the most part analyzed general attitudes to violent versus nonviolent explicit materials, but have not focused on attitudes toward specific types of content. Little is known about how men and women differ in their attitudes toward these themes, or even if they have different levels of exposure.

Previous studies have demonstrated that gender, age,

education, race, religious commitment, and liberalism affect experiences with and attitudes toward sexually explicit materials. In a recent study (Check, 1985), however, some new findings that emerged were that adolescents had more experiences with these materials than other groups, and that gender differences are starting to disappear. Research is needed to reconcile the older findings with these recent trends. Laboratory studies have shown that the more experience people have with sexually explicit materials, the more permissive they become in their attitudes toward them. This relationship has still to be studied through correlational research conducted in the real world.

From the literature it is still not definitely proven that sexually explicit depictions cause hostile attitudes toward women. The empirical research is not at all conclusive, with some researchers stating that highly explicit, nonviolent materials engender callous attitudes, while others believe it is the juxtaposition of violence and sexuality that causes harm. What is needed is research that considers the relationship between experience with sexually explicit materials in naturalistic settings and attitudes that promote violence against women. The correlational research to date has been superficially conducted.

Finally, feminist writers (Chesler, 1980; Diamond, 1980; Longino, 1980) believe that pornography's function

is to promote inequalities between men and women, reinforcing other existing social structures. Yet no research as ever considered how sexually explicit materials affect attitudes toward women's rights. This then is another area that is conducive to research with a correlational approach.

Research Hypotheses and Rationale

Given what is already known from the research, and considering what still needs to be answered, the following hypotheses were generated for the present study:

Hypothesis 1

People who have had more exposure to sexually explicit materials will be more permissive in their attitudes towards these same materials. There is empirical evidence that when people are exposed to sexually explicit materials that they are less judgemental about its availability (Check, 1985; Howard et al., 1971; Malamuth et al., 1979; Mann et al., 1973). It was expected that individuals who have more experience with sexually explicit materials in the real world would be more accepting of them.

Hypothesis 2

Men will be more permissive in their attitudes toward sexually explicit materials than women. Although a recent study (Check et al., 1985) has demonstrated that gender differences are beginning to disappear regarding attitudes toward sexually explicit materials, there is ample

evidence that females report more restrictive attitudes towards them than males (Herrman & Bordner, 1983; Roach & Kriesberg, 1971; Stauffer & Frost, 1976; Wilson & Abelson, 1973; Zillman & Bryant, 1982).

Hypothesis 3

Men will report having greater amounts of experience with sexually explicit materials than women. Both in studies of the patrons of adult entertainment outlets (Finkelstein, 1971; Kutschinsky, 1971; Massey, 1971; Nawy, 1973; Winick, 1971) and in national surveys (Abelson et al., 1971; Check et al., 1985; Peat, Marwick & Partners, cited in the Fraser Commission, 1985), it has been found that men have more experience with sexually explicit materials than women.

Hypothesis 4

People who are more stereotyping in their attitudes towards women's rights will have more sexually aggressive attitudes toward women. Burt (1982) found an association between stereotyping beliefs, as measured by her Sex Role Stereotyping (SRS) scale and sexually aggressive attitudes toward women. Given the similarity between the SRS scale and Spence and Helmreich's (1972) Attitudes Toward Women scale, it was predicted that a positive correlation would also be demonstrated between stereotyping attitudes, as measured in this study, and sexually aggressive attitudes.

Hypothesis 5

People who have had more exposure to sexually

explicit materials will be more stereotyping in their attitudes towards women's rights. In a laboratory study whereby subjects viewed massive amounts of sexually explicit materials, the experimental subjects compared to the controls expressed significantly less support for the women's liberation movement (Zillman & Bryant, 1982). Given the stereotyping manner in which women are portrayed in sexually explicit materials it was expected that there would be a relationship between experience with these materials in natural settings and stereotyping attitudes.

Hypothesis 6

People who have had more exposure to sexually explicit materials will have more sexually aggressive attitudes toward women. Previous researchers have found that exposure to sexually explicit materials increases sexually aggressive attitudes toward women (Check, 1985; Malamuth & Check, 1981; Zillman & Bryant, 1982). In preliminary correlational research an association was found between experience with sexually explicit materials and sexually aggressive attitudes (Check, 1985; Malamuth & Check, in press).

Hypothesis 7

The relationship between experience with violent sexually explicit materials and attitudes toward women's rights will be stronger than the relationship between experience with nonviolent materials and attitudes toward women's rights. There has been no empirical research to

date comparing the effects of violent sexually explicit materials with the effects of nonviolent sexually explicit materials on attitudes towards women's rights. Therefore the basis of this hypothesis is that women in violent sexual materials are portrayed as being objects, without even basic rights as human beings. Nonviolent sexually explicit materials, although not without their negative portrayals of women, show women in more consenting roles, having some rights over their social-sexual behavior.

Hypothesis 8

The relationship between experience with violent sexually explicit materials and sexually aggressive attitudes will be stronger than the relationship between experience with nonviolent sexually explicit materials and sexually aggressive attitudes. Check (1985) found that exposure to violent sexually explicit materials in a laboratory setting resulted in sexually aggressive attitudes toward women, whereas exposure to nonviolent sexually explicit materials demonstrated no harmful effects. Similarly, it was expected that experience with violent sexually explicit materials in a naturalistic setting would be more strongly associated to sexually aggressive attitudes than would experience with nonviolent sexual stimuli.

Questions To Be Answered

Although no specific hypotheses were generated in regards to these variables, I was also interested in how

age and educational level affected the attitudes toward and experience with sexually explicit materials measures, to see if previous research findings would be replicated. The influence of age and educational level on the correlations was also investigated. Finally, the nature of the relationship between attitudes toward sexually explicit materials and attitudes toward women was explored.

Gender was included as a separate variable for several reasons. First, as stated in the hypotheses section above, gender was expected to influence amount of experience with and attitudes toward sexually explicit materials. Secondly, in previous empirical research gender had had a mediating influence on the effects of exposure to sexually explicit materials (Malamuth & Check, 1981; Zillman & Bryant, 1982). Gender was therefore expected to have a moderating effect on the correlations to be investigated in this study. Theoretically women are different than men which influences how they experience sexually explicit materials. Women identify themselves with the victim role, and men with the aggressor role (see Lederer, 1980). Finally, in order to safeguard against spuriously high correlations, that might occur by combining the genders, the correlations were calculated separately for the males and females.

Chapter III

METHODS

Description of Sample

The subjects for this study were recruited at Grant MacEwan Community College, a post-secondary institution in Edmonton, which offers a variety of two year diploma programs. Both regular day-time program students and part-time evening students enrolled in introductory social science courses were surveyed. Many of the college's evening students were not enrolled in a specific program, but were taking courses out of interest. It was hoped that this second source of subjects would reflect more closely views of the general population. A total of 110 females and 105 males, all 18 years of age or older participated in the research. An additional four individuals (two males and two females) handed in surveys but omitted so many answers that all parts of their questionnaire were unscorable, and thus had to eliminated from the analysis.

A breakdown of the students by program revealed that the largest group represented in the survey were evening students (27.9%). The percentage of non-program students enrolled at Grant MacEwan Community College in the winter term of 1986 was 23%. This slight overrepresentation of evening students in the sample can be accounted for by the fact that 6 out of 9 classes surveyed were evening

classes.

Other sample characteristics to note at this time are age: M = 25.9, SD = 7.0; gender: 51.2% female; and education: a majority of subjects (61.4%) had some college education. A more detailed analysis of these three variables can be found in the results section of this paper. An attempt was made to yield equal numbers of males and females, although similar efforts were not made to obtain representative sample numbers as related to age, education, or program of enrollment.

Data Collection

Students were approached during class time and were asked to anonymously respond to a number of surveys relating to pertinent social issues, such as beliefs about men, women, and certain media forms. All of the classes that took part were first read an introductory statement (see Appendix A) which emphasized that participation in the study was completely voluntary. Five people (three males and two females) chose not to take part. One student initially started to answer the survey and then changed her mind about being involved in the research. All four of the others decided from the outset not to participate, with only one providing a reason. He stated that he had looked over the questions and had found them offensive.

The participants were given a survey package that consisted of five separate number-coded sections. The

covering page (see Appendix B) included both an introduction and a demographics section. The four other sections, which comprised the attitude and experiences questionnaires (see Appendix B), were simply identified as Part A, B, C, and D, with each specific questionnaire not labelled with its actual name. Part A and Part D, respectively, surveyed "attitudes toward" and "experience with" sexually explicit materials. These two sections involved identical sentence stems and thus were presented first and last in order to maintain the participant's interest in answering the questionnaires. Part B included 25 questions from the short version of Spence and Helmreich's (1972) Attitudes toward Women Scale. Finally, the twenty-nine items in Part C were a random ordering of questions taken from three separate questionnaires assessing hostile attitudes toward women.

A total of nine different classrooms were visited, and with the exception of two classes, the students completed the questionnaires in the first half hour of their regular class time. Three individuals were unable to finish in the time the instructor had allotted for the survey and thus they were given self-addressed brown envelopes with which to return their results, through the regular campus mail. All three were completed and returned to me within two days.

Very few students made comments about the questionnaire. Initially in some classes there were

stiffled giggles, especially on the part of those who appeared to be younger. The laughter may have represented initial embarrassment rather than amusement, although there were no specific comments made to indicate this. All of the remarks that were made occurred as the students handed their completed questionnaires to the researcher. Two subjects, a male and a female, both older evening students, jokingly stated that doing the surveys had been sexually arousing for them. One younger man asked if I was trying to identify deviants or criminals that were attending college. Some students stated that they felt pornography was a very important social problem that concerned them and that they wanted to express their opinions via the questionnaires. Of those students expressing this concern, some identified themselves as feminists, and others as christians. It should be noted that the word "pornography" did not appear on any part of the survey nor did I use the word in my introduction or during any subsequent remarks to the subjects.

Survey Instruments

In order to answer the major research questions a number of variables were assessed. In categorizing them, some of the variables can be seen as being predictor or independent variables, including background variables, such as gender, age, education, and program of study. The rest of the variables can be described as criterion or dependent variables. These include the various measures

tapping attitudes toward women, two attitude measures determining the level of acceptability of different types of sexually explicit materials, and two scales measuring the level of experience subjects had had with such materials. The following describes the method or instrument by which these variables were operationalized.

Background Variables

Standard demographic questions were used to determine age, gender, and educational level or background. Subjects were also required to specify in what program(s) they were enrolled, as I was especially interested in whether the law enforcement or evening students scored differently on the dependent variables.

Attitudes Toward Women

Subjects were asked to complete four questionnaires that pertain to various attitudes toward women. Three of these scales, developed by Burt (1980) through her research into rape myth acceptance, reflect what might be considered hostile or aggressive attitudes about women. These scales were chosen for this project as they have been used in previous research on the effects of sexually explicit materials on attitudes toward women. A fourth scale, the short form of Spence and Helmreich's (1972) Attitudes toward Women Scale (AWS) was also administered, and is purported to measure sex role expectations. Each of these scales is described in greater detail below.

Hostile Attitudes toward Women Scales. The measures

of hostile attitudes consisted of Burt's (1980) Adversarial Sexual Beliefs (ASB) scale (9 items; alpha = .80), the Acceptance of Interpersonal Violence (AIV) scale (6 items; alpha = .59) and the Rape Myth Acceptance (RMA) scale (19 items; alpha = .88). The ASB scale measures the extent to which individuals believe that sexual relations are exploitative and that members of the opposite sex are not to be trusted. Acceptance of interpersonal violence refers to the idea that force and coercion are acceptable means by which to gain compliance in intimate and sexual relationships. Responses to items on these two questionnaires are recorded on a 7-point scale ranging from "strongly agree" (scored 7) to "strongly disagree" (scored 1), with scores being summed to obtain a final measure. The RMA scale, which is also a Likert type scale used to produce a summed score, assesses the degree to which one supports prejudicial, stereotyped or false beliefs about rape victims.

Along with the Cronbach alphas for each scale, as reported above, Burt (1980) provides item-to-total correlations for each scale as evidence of their internal consistency. In addition to presenting the data concerning their reliability Burt provides proof of their construct validity through the theoretical model she uses to tie these constructs together. Her argument is partially based on the correlations among the three scales which were: RMA and AIV, r = .49 and .52; RMA and ASB, r

= .43 and .38; and AIV and ASB, r = .27 and .31 (In each case the first coefficient is for female subjects and the second for males).

Other studies have also provided evidence for the validity of these scales. James Check (1984) found that Burt's (1980) scales correlated significantly with the Hostility toward Women (HTW) scale that he developed to measure the amount of resentment men feel toward women. The correlations between the HTW and the RMA, AIV and ASB scales were .21, .17 and .42 respectively ($p < .05$). The construct validity of the RMA and AIV scales has also been established (Malamuth & Check, 1982) through their ability to successfully predict aggression against women within a laboratory setting.

Attitudes toward Women Scale (AWS). Rather than reflecting hostile attitudes per se, the AWS is better described as measuring the degree to which an individual holds traditional versus liberal views about the roles or rights of women. The AWS is comprised of items which examine people's beliefs about the role of women in vocational, educational, and intellectual realms, as well as considering their part in social-sexual and marital relationships. This scale consists of 25 items that are scored on a 4-point response scale ranging from "agree strongly" to "disagree strongly" (scoring procedure included in Appendix B). Scores on the AWS are obtained by summing scores across each of the 25 items with

possible scores ranging from 0 to 75. The higher the score, the more liberal the view of women.

The original AWS, consisting of 55 items, was validated with a sample of 710 male college students and 232 of their fathers, and with 754 female students and 298 of their mothers. Evidence of the scale's construct validity was established through its ability to discriminate between male and female subjects' scores, as well as between younger and older subjects' scores, in the expected directions. Because of the stability of the scale's score distributions across time, the authors (Spence & Helmreich, 1972) felt they had indirect proof of the scales reliability as well.

Spence, Helmreich & Stapp (1973) adapted the 25 item version, which was found to correlate almost perfectly (.97 for students and .96 for a parent sample) with the original scale. In this same study, the scale's reliability was based on significant correlations between individual items and the total scale score. Further evidence of its internal consistency, was provided by Stanley, Boots and Johnson (1975) who calculated an alpha coefficient of .82 for non-students, .89 for a college group, and .81 for a group of teenage girls.

As with the validation of the original 55 item scale, the evidence most commonly used to establish the construct validity of the short version has been obtained by demonstrating how groups differ on the test. Minnigerode

(1976) tested both males and females, confirming that men score more traditionally than women. In those studies that compared various women's groups--that is those women who one would expect to support a more feminist attitude towards women's roles--the questionnaire was found to effectively discriminate between profeminist and nonfeminist groups. In one American study (Kilpatrick & Smith, 1977), members of the National Organization of Women scored significantly more liberal in their attitudes than the Spence & Helmreich (1972) sample. In an Australian study (Stanley et al., 1975), which included housewives, teenagers, members of a political lobby, church women, members of the Country Women's Association and college students, the scale differentiated between the selected sample of women in the expected direction. In an annoted reference listing (Beere, 1979) of instruments used for studies of women's issues, the AWS is described as having well documented validity and reliability.

The AWS was selected for inclusion in the present study as it has not previously been used in pornography research. Although feminists (Barry, 1980; Dworkin, 1981; Griffin, 1981) have charged that sexually explicit materials portray women in a stereotyped manner that engenders hostile attitudes toward them, there has been no empirical consideration of whether these materials also affect views about the rights and roles of women and related sex role expectations. Although this study is

correlational rather than experimental in design, it was still considered important to analyze the relationship between profeminist attitudes and experience with sexually explicit materials. There has also been no consideration to date whether there is an association between stereotyped sex role beliefs, as measured by the AWS, and hostility towards women, as measured by Burt's (1980) AIV, ASB and RMA scales. Because of the lack of data on the relationship between the AWS and these other variables, its inclusion in this study is considered to be quite valuable.

Experience with Sexually Explicit Materials

Unfortunately, no adequate scale could be located which measures experience with sexually explicit materials. Therefore in order to measure the amount of experience that subjects had had with various sexually explicit materials, two questionnaires, henceforth designated as the Experience with Nonviolent Sexually Explicit Materials (EXPNVSEM) scale, and the Experience with Violent Sexually Explicit Materials (EXPVSEM) scale were developed by me for use in the present study. These scales were adapted from a survey published by Stark-Adamec and Moore in the Canadian Psychological Association newsletter (February, 1985). The major difference between the adapted items and the original items is that the word "coercive" was replaced by the words "depicting the use of force or violence", and "noncoercive" with "depicting

mutual consent". Each scale consists of 12 items, all of which are answered on a 4 point scale, ranging from "never" which is scored 0, to "often", scored as a 3. By summing the scores for all items, a total score potentially ranging from 0 to 36 can be calculated for each scale. The items of the EXPVSEM scale refer to a force or violence theme being used within sexually explicit materials. The EXPNVSEM scale describes highly sexually explicit but nonviolence themes.

Attitudes Toward Sexually Explicit Materials

Two attitude scales that determine the degree to which individuals find various media depictions of sexual explicitness to be acceptable were also created for use in this study. Once again, no adequate scale was found to exist which measures this construct. These instruments, entitled the Attitudes toward Nonviolent Sexually Explicit Materials (ATTNVSEM) scale and the Attitudes toward Violent Sexually Explicit Materials (ATTVSEM) scale were also developed from Stark-Adamec and Moore's (1985) survey, and utilize exactly the same 24 items as the previously mentioned experience scales. For the attitude questionnaires however, responses to items were recorded on a 3 point scale ranging from "not acceptable" (scored 0) to "generally acceptable" (scored as 2). A total score can also be calculated for each of the 12-item attitude scales, ranging from 0 to 24, with higher scores indicating greater permissiveness towards sexual

explicitness in the media.

Reliability and Validity of the Experience and Attitude Scales

Neither of the two experience with sexually explicit materials scales nor the two attitudes toward sexually explicit materials scales have evidence regarding their psychometric properties. In order to assess their reliability, in terms of internal consistency, Cronbach alphas were calculated for each of the four scales. A second measure of internal consistency was determined by performing item-test correlations, including item to total score correlations for the two experience scales, and item to total score correlation for the two attitude scales. Although this project analyzed their reliability based on the concept of homogeneity, a retest-reliability procedure was not undertaken due to time constraints, and lack of access to students for follow-up testing sessions.

In terms of the validity of the scales, partial validation can be based on their face and content validity. All of the items used for both the experience and attitude scales refer specifically to sexually explicit depictions, ranging from nudity to sadomasochistic themes. I would argue that these scales have a good deal of face validity, and that any one of these themes could be found in today's sexually explicit materials. Based on Massey's (1971) pornography classification scheme of all the materials that are

available, including five types of partners (heterosexual, homosexual, group, no partner, animals) and five classes of exposure (intercourse with genitals exposed, intercourse simulated, genitals exposed only, nudity excluding genitals, and partial nudity), the present scale items would represent all possible combinations. In addition, themes from these scales not included under this classification, but certainly present according to the content studies reviewed in Chapter II, would be themes involving children and involving violence. The scales therefore would be considered an adequate sample of the universe of items that includes all sexually explicit themes.

Of more importance is establishing the construct validity of these instruments. Cronbach and Meehl (1955) describe several validation procedures that can be utilized to establish construct validity. One procedure involves demonstrating group differences that one would expect to occur. From previous studies (Abelson et al., 1971; Check et al., 1985; Nawy, 1973; Time Magazine, 1986) it is known that males have more experience with and maintain more permissive attitudes toward sexually explicit materials than females. It was therefore predicted that the two experience scales' scores and the two attitude scales' scores would discriminate between the genders and in the expected direction.

Secondly, Cronbach and Meehl (1955) challenge

researchers to establish a "nomological network", which in part indicates how constructs relate to other variables, referred to as "criterion" variables, in a theoretically predicted pattern. For the purpose of the present study, the AIV, RMA, ASB, and AWS scales were selected as the criterion variables. Based on the theoretical supposition that stereotyped, misogynist portrayals of women affect attitudes about them, it was predicted that the EXPNVSEM and EXPVSEM scales would correlate positively with the RMA, AIV, and ASB scales and negatively with the AWS scale. Similarly the ATTNVSEM and ATTVSEM scales were expected to correlate with these scales in the same directions. Finally, based on the assumption that people who have seen more sexually explicit materials have more positive attitudes toward them it was hypothesized that the experience scales and the attitude scales would also correlate positively with each other.

One of the short-comings in the design of the present study is that "discriminator" variables were not included. In the construct validation of variables the discriminator variables would be the ones which are theoretically predicted to not correlate with them. The ability of these scales to correlate with the variables that they should and to not correlate with other variables establishes their "discriminant" validity. This study attempted to empirically test the former type of variables, but unfortunately not the latter.

Analysis of the Data

To reiterate, then, the variables considered in this study were gender, age, education, program of study, experiences with sexually explicit materials, attitudes toward sexually explicit materials, acceptance of interpersonal violence, adversarial sexual beliefs, rape myth acceptance, and attitudes toward women. Descriptive statistics were calculated for all of the above, using frequency analysis for the nominal variables including gender, educational level and program of study. For the remaining interval variables descriptive statistics included means and standard deviations.

In order to study possible gender differences for all the main variables, t-tests were performed comparing means of the male and female subjects for the four different attitudes toward women variables, and for the EXPNVSEM, EXPVSEM, ATTNVSEM, and ATTVSEM scales. As mentioned previously these last calculations were performed in order to test the construct validity of the experience with and attitudes toward sexually explicit materials instruments. Chi square analyses were used to determine if gender was related to the degree of acceptability indicated for individual themes on the ATTNVSEM and ATTVSEM scales. Chi tests were also used to determine if gender influenced amount of experience with the various sexually explicit themes.

A more important consideration of the data in terms

of answering the major research questions was achieved by performing correlational analysis. Although consideration was given to the intercorrelations amongst all the above mentioned indices, the focus was on the relationships found between a) experience with sexually explicit materials and attitudes toward women, b) experience with sexually explicit materials and attitudes toward sexually explicit materials, and c) attitudes toward sexually explicit materials and attitudes toward women. Therefore Pearson-product moment correlations were calculated amongst the following variables: AWS, ASB, AIV, RMA, ATTNVSEM, ATTVSEM, EXPNVSEM, EXPVSEM.

To more directly answer the question as to whether gender has an effect on the correlations, all of the above Pearson-product correlations were calculated separately for male and female subjects. These correlations were then compared to see if they differed significantly through the use of z-tests for independents r's.

As mentioned in the introductory section of this project one important purpose of this research was to compare the relationship between a) experience with violent sexually explicit materials and attitudes toward women, with the relationship between b) experience with nonviolent sexually explicit materials and attitudes toward women. In order to examine possible differences, the correlations between the EXPVSEM scale and all the attitudes toward women variables, and between the EXPNVSEM

scale and all of these variables were compared. These two sets of correlations were tested for significant differences, through the use of t-test formula (Glass & Hopkins, 1984, p. 311), this time however for dependent samples or correlated samples.

Finally, in order to evaluate the effect of education and program of study on the dependent variables, simple ANOVA tests were conducted to compare the means for each of the separate categories. Of special interest were the means of the Law Enforcement program and evening students. For those ANOVA's that demonstrated significant differences amongst the means, (based on F-tests) Neuman Keuls tests were performed in order to isolate which specific programs or educational levels had means significantly different from the others.

All of the statistical analysis, with the exception of the testing of differences between correlation coefficients, were done through the use of the SPSSx statistical package. The various SPSSx programs were run on the data at the Department of Educational Research Services (DERS), University of Alberta, through the use of the AMDAHL-470-V-6 computer.

Limitations

Limitations of this study include the inability to perform a test-retest reliability procedure, and the lack of discriminator variables in the research design. In addition to these two short-comings, this study has

limitations which are perhaps endemic to all survey research, especially in the area of controversial topics, such as pornography and attitudes toward women. First, it has been noted (Check, 1984; Eysenck & Nias, 1978) that there may be a tendency of subjects in these studies to provide the socially desirable responses on the attitude questionnaires, rather than the ones which are considered anti-social. This calls into question the relationship between what subjects actually believe and what they tell researchers they believe. Given that participation was voluntary, and that five students opted out of the survey, I assume that the remaining subjects had the choice and thus the desire to accurately reflect their attitudes. This was further supported by the fact that some subjects indicated an invested interest in the research topic.

Second, in regards to the experience with sexually explicit materials variables, the validity of the scores on these scales is dependent on the ability of the subjects to accurately recall what media depictions they had read or seen and how often they had done so. Nothing specific about the study's methods was designed to improve the self-report accuracy of the survey participants. The inclusion of a test-retest measure could have provided some evidence as to the reliability of their memories, but was not utilized for the previously stated reasons.

CHAPTER IV
RESULTS

This chapter summarizes the results of the statistical analyses of the data. It opens with a description of the sample characteristics. Also in this first part of the chapter are the results pertaining to the reliability of the Experience with Nonviolent Sexually Explicit Materials, the Experience with Violent Sexually Explicit Materials, the Attitudes toward Nonviolent Sexually Explicit Materials, and the Attitudes toward Violent Sexually Explicit Materials scales. Following this are the results describing how this sample scored on these scales and how the four measures intercorrelate. The major part of this chapter is devoted to the results ensuing from the correlational analyses. These correlations are considered first, by reviewing how the four attitudes toward women are related. The intercorrelations amongst attitudes toward sexually explicit materials and attitudes toward women are presented next. Finally the correlations amongst the experience with sexually explicit materials measures and the attitudes toward women measures are examined. The section concludes with a summary of the major research findings.

Sample Characteristics

The subjects ranged in age from 18 to 50 years, with a mean of 25.9, and a standard deviation of 7.0; the majority were between 20 and 30 years of age, with

14.4% younger, and 24.4% older. Table 1 provides the mean age for each of the eight programs.

Breakdown of the sample in terms of program of study revealed that the evening students represented the largest group (27.9%), followed by business students (20.5%), law enforcement (14%), community services (13%), and audio visual students (12.6%). The remaining three programs that were represented in the survey, each contributed a relatively small proportion of the total number of subjects.

In terms of the highest level of education attained, 4.7% had less than a high school diploma compared with 14% who had completed high school. At the opposite end of the scale, 10.7% had a college diploma and 9.3% had some university training, with one individual holding a Masters in Economics degree. The remaining 61.4% had some college education, which was reasonable to expect given the fact that the majority of the subjects were Grant MacEwan students in the second trimester of their college diploma programs.

When comparing the male and female subjects some difference emerged. First, the male subjects were younger than the females. The male sample had a mean age of 24.7, with a standard deviation of 5.9. The female group had a mean of 26.9 years and a standard deviation of 7.7. Secondly females and males differed in regards to their program of study, with at least two thirds of the law

TABLE 1

Program of Study of Participants

--Mean Age and Gender Composition--

Program of Study	Percent of Total	Percent female	Percent male	Mean Age (in yrs)
Evening Students	27.9	65.0	35.0	29.4
Law Enforcement	14.0	33.3	66.7	20.1
Business *	20.5	54.5	45.5	24.0
Community Services **	13.0	57.1	42.9	29.5
Audio Visual	12.6	22.2	77.8	25.3
Arts and Sciences	7.9	76.5	23.5	25.9
Advertising	2.3	20.0	80.0	21.2
Creative Arts ***	1.9	25.0	75.0	20.5

* This includes Accounting, Applied Research, Insurance Administration, Legal Assistance, Management Studies, and Microcomputer Management.

** This includes Child Care Worker, Early Childhood Development, Rehabilitation Practitioner and Social Service Worker.

*** This includes: Music, Theatre, and Visual Arts.

enforcement and audio visual students being males. The females were clearly in the majority in the general arts and sciences (76.5%), as well as in the evening student category (65%). These figures reflect actual enrollment trends of male and female students in the college's programs.

Analysis of the Sexually Explicit Materials Scales Reliability Data

As previously mentioned, the four scales that measured experiences with and attitudes toward sexually explicit materials were created for used in this study. In order to evaluate the reliability of these scales, internal consistency measures were conducted on them. Before considering any further findings, the results of this psychometric evaluation will be presented.

Experience With Sexually Explicit Materials Scales. Two estimates of internal consistency were calculated in order to verify the reliability of the two experiences scales. The Alpha reliability coefficients for the EXPNVSEM and EXPVSEM scales were .85 and .82 respectively. Secondly individual items were correlated with the total score of the scale of which they were members. Table 2 gives the 12 themes of each of the two scales along with the item-to-total scale correlation of each item. The individual coefficients represent the correlation of each item to the total scale, when the item is deleted from that scale. For the EXPNVSEM

TABLE 2

Internal Consistency of Experience With Sexually Explicit Materials Scales

Experience With Sexually Explicit Materials Questionnaire Items* (N = 209)	Corrected Item To Total Correlations
Nonviolence Scale	
1. Nude adult females	.55
2. Nude adult males	.50
3. Nude adult males and females	.59
4. Noncoercive heterosexual intercourse	.65
5. Noncoercive homosexual intercourse	.41
6. Noncoercive oral sex	.67
7. Noncoercive anal sex	.52
8. Noncoercive group sex	.65
9. Noncoercive adult-child sex	.26
10. Noncoercive child-child sex	.31
11. Sex with animals	.36
12. Masturbation	.71
Violence Scale	
1. Coercive heterosexual intercourse	.58
2. Coercive homosexual intercourse	.38
3. Coercive oral sex	.48
4. Coercive anal sex	.33
5. Coercive group sex	.45
6. Coercive adult-child sex	.44
7. Coercive child-child sex	.24
8. Violent and degrading abuse of women	.64
9. Violent and degrading abuse of men	.55
10. Violent and degrading abuse of children	.39
11. Masochism	.61
12. Sadism	.61

* These items do not appear exactly as stated on the questionnaire. For the original wording of the items see Appendix B.

scale, they ranged from .26 to .71, and for the EXPVSEM scale they ranged from .24 to .64. Thus these two scales yielded highly reliable measures of experience with sexually explicit materials.

Attitudes Toward Sexually Explicit Materials Scales. Analysis of the reliability of the attitude scales was accomplished in exactly the same way as for the two experience scales just mentioned. The Cronbach alphas for the ATTNVSEM and ATTVSEM scales were .86 and .91 respectively. Item-to-total scale correlations are provided in Table 3. Once again when individual items were correlated with the ATTNVSEM and ATTVSEM scale totals, the correlations were evidence of a high degree of homogeneity. For the nonviolence themes they ranged from .31 to .71 and for the violence themes from .40 to .83. The internal consistency reliability for the two attitude measures was therefore very high.

Interrelationships of the Sexually Explicit Materials Scales

As was predicted there was a highly significant relationship between the amount of experience subjects had had with sexually explicit themes and their ratings of the acceptability of these themes for adult entertainment. Table 4 provides the intercorrelations amongst the four sexually explicit materials scales. These were calculated separately for males and females in order to analyze the effect of gender on these correlations. When comparing

TABLE 3

Internal Consistency of Attitudes Toward Sexually Explicit Materials Scales

Attitudes Toward Sexually Explicit Materials Questionnaire Items* (N = 212)	Corrected Item To Total Correlations
Nonviolence Scale	
1. Nude adult females	.62
2. Nude adult males	.59
3. Nude adult males and females	.56
4. Noncoercive heterosexual intercourse	.57
5. Noncoercive homosexual intercourse	.51
6. Noncoercive oral sex	.71
7. Noncoercive anal sex	.66
8. Noncoercive group sex	.65
9. Noncoercive adult-child sex	.31
10. Noncoercive child-child sex	.33
11. Sex with animals	.37
12. Masturbation	.60
Violence Scale	
1. Coercive heterosexual intercourse	.65
2. Coercive homosexual intercourse	.74
3. Coercive oral sex	.64
4. Coercive anal sex	.83
5. Coercive group sex	.78
6. Coercive adult-child sex	.40
7. Coercive child-child sex	.56
8. Violent and degrading abuse of women	.75
9. Violent and degrading abuse of men	.66
10. Violent and degrading abuse of children	.60
11. Masochism	.58
12. Sadism	.61

* These items do not appear exactly as stated on the questionnaire. For the original wording of the items see Appendix B.

TABLE 4

Correlations between Experience with and Attitudes toward Sexually Explicit Materials

--Gender Comparisons--

	EXPNVSEM	EXPVSEM	ATTNVSEM	ATTVSEM
EXPNVSEM				
Males	--			
Females	--			
EXPVSEM				
Males	.60*** [a]	--		
Females	.34***	--		
ATTNVSEM				
Males	.48***	.26**	--	
Females	.50***	.20*	--	
ATTVSEM				
Males	.39***	.44**	.59***	--
Females	.20*	.26*	.56***	--

* $p < .05$ ** $p < .01$ *** $p < .001$

[a] Correlations differ from each other at the .05 level of significance.

the correlations for the male subjects with the correlations for the female subjects, it is notable that the former set of correlations tended to be higher but that for only one correlation, EXPVSEM with EXPNVSEM, were the coefficients significantly different from each other, $z = 2.42$, $p < .05$. Although the correlation for the female sample was significant, $r = .34$, $p < .001$, the association between experience with violent materials and experience with nonviolent sexual explicitness was considerably weaker than the corresponding correlation for the male sample. These correlations will be discussed later in regards to the construct validity of these scales.

When considering only the relationships between the experience scales and the attitude scales, a pattern of associations can be noted. The EXPNVSEM variable is the best predictor of attitudes toward nonviolent sexually explicit materials for both genders. Similarly, the best predictor of attitudes toward violent sexually explicit materials was experience with these same materials.

Summary. Based on correlational analysis, the hypothesis that people who have had more experience with sexually explicit materials will be more permissive in their attitudes toward them is supported by the data for both the male and female sample.

Attitudes Toward and Experience with Sexually Explicit Materials

Total Sample Attitudes

A major purpose of the present study was to determine the extent of permissiveness toward the presentation of sexually explicit materials for the entertainment of "adults only". There was a high level of restrictiveness expressed concerning these materials. On the ATTNVSEM scale, with the highest possible score being 24, the mean was 6.6 with a standard deviation of 4.1. The mean for the ATTVSEM scale was only 1.3 and the standard deviation was 3.1.

There were some obvious patterns in the manner in which individual items were scored (see Table 5). Only six items received a majority of approval as acceptable types of adult entertainment, all of which were part of the ATTNVSEM scale. These themes were nude adult females, nude adult males, nude males and females together, heterosexual intercourse, oral sex and masturbation. The remaining nonviolent themes that a majority of the subjects rated as never acceptable were group sex, anal sex, homosexual intercourse, sex with animals, and both themes involving children.

Sexually violent or degrading scenes, regardless of the specific content, were not acceptable to a very high percentage of the sample (see Table 5). On no item of the ATTVSEM scale did endorsement, either conditional ("sometimes acceptable") or nonconditional ("always acceptable") ever exceed 21%. It is interesting to note

TABLE 5

Attitudes Toward Sexually Explicit Materials

Questionnaire Themes	Responses*		
Nonviolence Scale	Never Acceptable 1	2	Always Acceptable 3
1. Nude adult females	15	74	10
2. Nude adult males and females	21	73	7
3. Nude adult males	21	70	9
4. Heterosexual intercourse	32	56	13
5. Adult oral sex	39	48	13
6. Masturbation	42	49	9
7. Group sex	52	40	8
8. Adult anal sex	59	36	5
9. Homosexual intercourse	64	29	7
10. Child-child sex	92	6	2
11. Sex with animals	96	3	1
12. Adult-child sex	97	2	1
Violence Scale	1	2	3
1. Pain suffered as sexually pleasing	79	18	3
2. Adult heterosexual intercourse	86	12	2
3. Causing pain as sexually pleasing	86	13	1
4. Adult oral sex	88	9	3
5. Group sex	90	8	1
6. Physically violent & degrading abuse of men	90	7	2
7. Adult anal sex	91	8	1
8. Adult homosexual intercourse	92	6	2
9. Physically violent & degrading abuse of women	93	6	1
10. Physically violent & degrading abuse of children	96	3	1
11. Child-child sex	96	3	1
12. Adult-child sex	98	1	1

* Numbers in each category represent the percent of subjects indicating this response. Totals do not always equal 100 due to rounding.

that the sexual violence item that received the highest level of endorsement was the one which described masochism, a theme for which there may not be a victim per se. The sexual violence theme items that were rated with the greatest censure were those involving children.

Total Sample Experiences

Another objective of this investigation was to determine how much experience, as well as what kind of experiences, individuals had had with sexually explicit materials. Generally, subjects reported a variety of experiences, with large numbers indicating that they had seen or read many of the nonviolent sexually explicit themes, at least once. Total scores on the EXPNVSEM scale ranged from 0 to 34 (out of a possible 36), with a mean of 11.6 and a standard deviation of 5.6. For the 12 themes involving degradation or violence, subjects did not report frequent experiences. Total scores on the EXPVSEM scale ranged from 0 to 22, with a mean and standard deviation of 5.4 and 4.5 respectively.

Table 6 provides a breakdown of the responses to individual questions on the Experience with Nonviolent Sexually Explicit Materials scale. Although many people have had experience, at least once or twice, with several of the items, more noteworthy are those themes for which a substantial number of respondents reported frequent experience. Nonviolent sexual themes for which a least one quarter of the subjects reported frequent exposure

TABLE 6

Experience With Nonviolent Sexually Explicit Materials

Questionnaire Themes	Responses*			
	Never	Once or Twice	Several Times	Often
	1	2	3	4
1. Nude adult females	2	14	43	41
2. Nude adult males and females	8	33	43	16
3. Nude adult males	14	38	33	15
4. Adult oral sex	18	47	25	10
5. Adult heterosexual intercourse	19	31	39	11
6. Masturbation	26	47	19	8
7. Group sex	29	48	18	5
8. Adult anal sex	55	31	12	2
9. Adult homosexual intercourse	67	24	7	2
10. Sex with animals	82	18	0	0
11. Child-child sex	90	9	1	0
12. Adult-child sex	91	7	1	1

*Numbers in each category represent the percent of subjects indicating this response. Totals do not always equal 100 due to rounding.

were nudity, heterosexual intercourse, oral sex, and masturbation. From this table it can also be noted that most subjects had never or had rarely experienced themes involving animals and/or children.

Although a number of individuals claimed infrequent experience with several of the sexually violent themes, by contrast very few had had repeated experiences with these materials. Table 7 presents the answers that were given on the Experience with Violent Sexually Explicit Materials scale. Only one theme, "physically violent and degrading abuse of women", had been frequently experienced by a fair number (33%) of the respondents. A very high percentage of subjects had never read about or seen the juxtaposition of violence with anal sex, group sex, homosexual intercourse or pedophilia.

Gender Difference

Did the men and women in this study differ in regards to attitudes toward and experiences with sexually explicit materials, as predicted by hypotheses 2 and 3? Table 8 provides a comparison of the means of these two groups for the four attitude and experience scales. The males indicated more experience than did the females with nonviolent sexually explicit materials, $t(212) = 2.50$, $p < .05$, two-tailed. However, there were no significant differences on any of the other three scales.

It was only when analyzing the answers on individual attitude items that any statistically significant

TABLE 7

Experience With Violent Sexually Explicit Materials

Questionnaire Themes	Responses*			
	Never 1	Once or Twice 2	Several Times 3	Often 4
1. Physically violent & degrading abuse of women	28	39	24	9
2. Pain suffered as sexually pleasing	42	42	13	2
3. Adult heterosexual intercourse	50	36	11	3
4. Causing pain as sexually pleasing	52	36	11	1
5. Physically violent & degrading abuse of men	60	32	7	1
6. Physically violent & degrading abuse of children	62	21	13	4
7. Adult oral sex	65	28	6	1
8. Adult anal sex	81	15	3	1
9. Group sex	81	17	2	0
10. Adult homosexual intercourse	83	15	2	0
11. Adult-child sex	92	7	1	0
12. Child-child sex	96	3	1	0

*Numbers in each category represent the percent of subjects indicating this response. Totals do not always equal 100 due to rounding.

TABLE 8

Comparison of Male and Female Means on Attitudes toward and Experience with Sexually Explicit Materials

Scales		Gender		
		males (N=105)	females (N=110)	t
ATTNVSEM				
	M	7.0	6.1	1.68
	SD	4.0	4.1	
ATTVSEM				
	M	1.5	1.3	.48
	SD	3.0	3.1	
EXPNVSEM				
	M	12.6	10.7	2.50*
	SD	5.6	5.4	
EXPVSEM				
	M	5.6	5.2	.62
	SD	5.0	4.0	

* $p < .05$

differences emerged. Table 9 lists the four items on which these differences occurred. The men surveyed in this study expressed significantly more permissive attitudes than women for the following sexually explicit depictions: nude females, nude males and females together, and mutually consenting group sex and oral sex. All of the differences, then, occurred on items that involved nonviolent sexually explicit descriptions.

Analysis of the individual items on the experience scales revealed gender differences for ten items, with men indicating greater amounts of exposure to female nudity, violent and nonviolent oral sex, anal sex, group sex, masturbation, and masochism (see Table 10). On the nonviolent sexually explicit materials scale, women reported more experience with male nudity. It is surprising to note that the women also indicated significantly more experience with scenes depicting the physically violent and degrading abuse of women, $X(3) = 8.8$, $p < .05$ and with scenes involving violent, degrading abuse of children, $X(3) = 17.2$, $p < .001$. An interpretation of these finding will be provided in the discussion section of this project.

Summary of the Findings

First, when considering the results pertaining to attitudes toward sexually explicit materials, some obvious trends emerged. The subjects were clearly opposed to sexually violent materials for adult entertainment, and

TABLE 9

Attitudes Toward Nonviolent Sexually Explicit Materials

--Gender Differences on Individual Items--

Questionnaire Themes	Responses						χ^2
	Never Acceptable 1		2		Always Acceptable 3		
	M	F	M	F	M	F	
Nude adult females	12	18	72	76	15	6	6.3*
Nude adult males and females	13	27	78	67	9	6	6.7*
Adult oral sex	30	48	55	42	15	10	7.5*
Group sex	39	65	52	28	9	6	14.9**

* $p < .05$

** $p < .001$

TABLE 10

Experience With Sexually Explicit Materials

--Gender Differences on Individual Items--

Questionnaire Themes	Responses*								
	Never 1		Once or Twice 2		Several Times 3		Often 4		
	M	F	M	F	M	F	M	F	χ^2
1.Nude adult females	0	5	6	22	46	40	49	33	18.8***
2.Nude adult males	22	6	45	32	24	43	10	19	21.8***
3.Adult oral sex	11	25	41	53	43	16	13	7	16.8***
4.Masturbation	21	31	51	44	25	14	4	11	9.4*
5.Group sex	11	46	54	41	28	8	8	4	36.0***
6.Adult anal sex	46	65	34	28	16	7	4	0	11.9**
7.Physically violent & degrading abuse of women	37	19	36	42	19	28	8	11	8.8*
8.Pain suffered as sexually pleasing	35	50	46	39	15	11	4	0	8.0*
9.Physically violent & degrading abuse of children	74	51	17	24	5	22	5	4	17.2***
10.Coercive adult oral sex	51	79	37	19	11	2	2	0	21.0***

* $p < .05$ ** $p < .01$ *** $p < .001$

rejected nonviolent themes involving children, animals, homosexuality, group sex, or sodomy. Although males and females differed on the degree of acceptability they expressed on four items of the Attitudes toward Nonviolent Sexually Explicit Materials (ATTNVSEM) scale, overall there was considerable agreement demonstrated between the sexes, suggesting that men's and women's views regarding these materials are basically comparable. Hypothesis 2, stating that men would be more permissive than women in their attitude towards all forms of sexually explicit materials was not supported, based on the mean scores of the attitude scales. However, individual item analysis did reveal that men were more permissive than women regarding nonviolent portrayals of nudity, group sex and oral sex.

The hypothesis that males would have more experience than females with sexually explicit materials was partially corroborated. This difference can be accounted for due to their different levels of experience with nonviolent materials; scores on the Experience with Violent Sexually Explicit Materials scale were similar for the genders. The largest percentages of subjects stating previous experience with sexually explicit materials--that is having previous experience viewing or reading adult entertainment materials--were found on those items which described standard-fare, nonviolent sexual media forms, or what by some definitions would be considered erotica.

Gender differences were also revealed for ten experience items, six from the nonviolence themes scale, and four from the violence themes scale.

The previous section focused predominantly on the descriptive statistics pertaining to gender, age, educational level, program of study, and experience with and attitudes toward sexually explicit materials. The next section is devoted entirely to the correlational analyses of all the dependent variables, including the four different attitudes toward women, and the attitude and experience measures concerning sexually explicit materials. All correlations are presented separately for males and females, with the results of the z-tests and t-tests that were used to compare sets of correlations also being provided.

Interrelationships of Attitudes Toward Women

Although not of primary concern to this investigation, I was interested in the particular patterns of correlations found amongst the four measures of attitudes towards women, especially since no previous research has been attempted comparing liberal attitudes with sexually aggressive attitudes. All of the correlations are presented in Table 11.

First, the intercorrelations amongst the three sexually aggressive attitude scales were all highly significant. These correlations were similar for men and women, and although the correlations were stronger for the

male sample, there were no significant differences between the genders. These results replicate Burt's (1980) findings, suggesting that these scales are all measuring highly interconnected aggressive attitudes toward women.

When AWS scores were correlated with scores for each of the sexually aggressive attitude measures, the AWS scale was found to significantly correlate with rape myth acceptance, acceptance of violence against women, and adversarial sex beliefs. Table 11 provides the corresponding coefficients and the significance levels. Once again no gender difference were found when the sets of correlations were compared.

Summary

People who are more liberal in their beliefs about women's rights (who are less stereotyping in their sex role beliefs) are also less supportive of violence against women, false beliefs about rape victims and antagonistic beliefs about intimate relationships. Therefore, the hypothesis that people who are more stereotyping in their attitudes toward women's rights will have more sexually aggressive attitudes toward women was substantiated.

Relationships of Attitudes Toward and Experiences With Sexually Explicit Materials and Attitudes Toward Women

The correlations and significance levels for the sexually explicit materials scales and the four attitudes toward women measures are presented in Table 12. The correlations pertaining to attitudes toward sexually

TABLE 11

Intercorrelations Amongst AWS score and Sexually Aggressive Attitudes Toward Women

--Gender Comparison--

	AWS	AIV	ASB	RMA
AWS				
males	--			
females	--			
AIV				
males	-.44	--		
females	-.52	--		
ASB				
males	-.48	.64	--	
females	-.41	.49	--	
RMA				
males	-.56	.65	.69	--
females	-.48	.56	.63	--

All rs are significant at the .001 level. In no cases were the male and female correlation coefficients different from each other.

explicit materials will be reviewed separately from those for the experiences with sexually explicit materials measures.

Attitudes Toward Sexually Explicit Materials and the AWS

Two significant relationships emerged when the correlations were calculated between the two attitudes toward sexually explicit materials variables and the AWS. For the male respondents, the correlations were in a negative direction with one significant relationship found between ATTVSEM and AWS ($r = -.25$, $p < .05$, two-tailed). However, for the women, the corresponding correlations were in a positive direction, with a significant relationship being demonstrated between positive ratings of noncoercive items and liberal attitudes toward women ($r = .19$, $p < .05$, two-tailed).

A comparison of the two coefficients for the males with the corresponding coefficients for the females revealed one significant difference. The difference was found for the correlations for ATTVSEM and AWS scores. For the male sample this correlation was -.25, whereas for the females, $r = .07$, $z = 2.32$, $p < .05$.

Summary. Men with more permissive attitudes toward violent sexually explicit materials had more conservative attitudes about women's rights. By contrast women with more permissive attitudes toward nonviolent sexually explicit materials, had more liberal attitudes toward women's rights.

Attitudes Toward Sexually Explicit Materials and Sexually Aggressive Attitudes

Analysis of the correlations revealed that for the females, there was not a single significant relationship between how they evaluated sexually explicit materials and their support of sexually aggressive attitudes. However, for the males the patterns of correlations revealed an association between how men evaluated the items assessing acceptability of adult entertainment and certain sexually aggressive attitudes toward women. More specifically, the ATTNVSEM measure was positively correlated with AIV and ASB attitudes, and the ATTVSEM scale was positively correlated with all three sexually aggressive attitudes. The various correlation coefficients and their corresponding significance levels are reported in Table 12. Examination of this data further demonstrates that the correlation between ATTNVSEM and ASB score for men was significantly different ($p < .05$) than the corresponding correlation for females.

Summary of Findings. Men who are permissive in their attitudes toward sexually explicit materials are accepting of violence and adversariness between the genders. Men who had permissive attitudes toward violent sexual stimuli also maintained beliefs in rape myths. For women there was no association between degree of permissiveness toward sexually explicit materials and any of the three aggressive attitudes toward women. Notably, the genders

TABLE 12

Intercorrelations Amongst all Attitude and Experience Scales

--Gender Comparison--

	AWS	AIV	ASB	RMA
ATTNVSEM				
males	-.06	.26**	.28**	.14
females	.19*	.00	-.05[a]	-.12
ATTVSEM				
males	-.25**	.25*	.37**	.21*
females	.07[a]	.12	.14	.02
EXPNVSEM				
males	.09	.05	.02	-.03
females	.19	-.02	-.01	-.13
EXPVSEM				
males	-.11	.23*	.20*	.17
females	.20*[a]	-.07[a]	.10	.02

* $p < .05$ ** $p < .01$ *** $p < .001$

[a] Correlations differ at the .05 level of significance.

did not differ significantly from each other to five of the six correlation coefficients.

Experience With Sexually Explicit Materials and the AWS

Analyses were carried out by splitting the sample by gender and then computing separate correlations for these two groups, for the EXPNVSEM and the EXPVSEM variables with the AWS. For males, the two correlations did not reach statistical significance. By contrast significance was achieved for one of the correlations for the female sample. EXPVSEM and AWS scores were significantly correlated ($r = .20$, $p < .05$, two-tailed). Therefore, for the male sample, no association was found between the amount of experience with sexually explicit materials, and attitudes toward women. For the women however, the more experience they had had with violent sexually explicit materials, the higher they scored on the AWS, signifying more liberal attitudes toward the rights of women.

Finally, the correlation coefficients computed for the male sample, were compared with the corresponding female sample correlation coefficients, as listed in Table 12. The correlation between EXPVSEM and AWS for the female sample ($r = .20$) was significantly stronger than that of the male sample ($r = -.20$, $p < .05$, two tailed). No significant difference was found for the other set of coefficients.

Summary. The hypothesis that people who have more exposure to sexually explicit materials will be more

stereotyping in their attitudes toward women's rights was not supported by the data. In fact, for the females in this study, having more experience with materials which included aggressive themes, was associated with more liberal attitudes toward women's rights.

Experience with Sexual Explicitness and Sexually Aggressive Attitudes

Correlational analysis was then conducted by computing coefficients for the two experience measures with the three sexually aggressive attitude scales. Examination of Table 12 clearly demonstrates that no associations were found between the amount of experience with sexually explicit materials and hostile attitudes toward women, for the females.

By contrast, the pattern of correlations for the male participants revealed a significant association between amount of experience with violent sexually explicit materials and two of the measures of hostile attitudes toward women. More specifically, experience with aggressive, sexual media is related to acceptance of violence against women ($r = .23$, $p < .05$, two-tailed) and to the belief that sexual relations are basically adversarial ($r = .20$, $p < .05$, two-tailed). The first of these coefficients, is also significantly higher than the corresponding coefficient calculated for the female subjects $r = -.07$, $z = 2.12$, $p < .05$.

Summary of Findings. The hypothesis that individuals

who have had more experience with sexually explicit materials would also have more hostile attitudes toward women was not substantiated for the female subjects. However, for the male respondents, more experience with violent pornography was associated with acceptance of violence against women and with more adversarial beliefs about women. Finally, based on gender differences, men who have experience with violent sexually explicit materials are more accepting of violence against women than are women who have had experiences with the same type of materials.

Correlational Comparisons for the Experience Measures

The correlations between the EXPNVSEM scale and the attitudes toward women variables were compared with the correlations between the EXPVSEM scale and these same variables. The results of these comparisons are listed in Table 13. From this table it can be noted that no significant differences were found when comparing the pairs of correlations for the female sample. By contrast, all of the pairs of correlations for the male sample were significantly different from each other.

Because neither of the correlations were significant between the EXPVSEM and the AWS, the EXPVSEM and the RMA scale, it is not that noteworthy that these two correlations were stronger than the corresponding correlations for the nonviolence sexually explicit materials scale. However the other two pairs of male

TABLE 13

Comparison of the Correlations for the Experience with Nonviolent Sexually Explicit Materials Scale with the Experience with Violent Sexually Explicit Materials Scale

Attitudes toward Women	EXPNVSEM	EXPVSEM	t
AWS			
males	.09	-.11	2.24*
females	.19	.20	.11
AIV			
males	.05	.23	2.12*
females	-.02	-.07	.40
ASB			
males	.02	.20	2.06*
females	-.01	.10	1.01
RMA			
males	-.03	.17	2.28*
females	-.13	.02	1.34

* $p < .05$

correlations merit closer attention. Not only was there a significant correlation between EXPVSEM and AIV, ($r = .23$), but this coefficient was significantly greater than the coefficient for EXPNVSEM and AIV, ($r = .05$, $t = 2.12$, $p < .05$, two- tailed). Similarly, the EXPVSEM and ASB correlated with $r = .20$, which is significantly stronger than the EXPNVSEM and ASB correlation ($r = .07$, $t = 2.06$, $p < .05$, two-tailed).

Summary of Findings

Experience with violent sexually explicit materials is a better predictor of conservative and sexually aggressive attitudes toward women than experience with nonviolent sexually explicit materials, for the male participants only. This supports the research hypothesis stating that the relationship between experience with violent sexually explicit materials and stereotyping attitudes toward women would be stronger than the relationship between experience with nonviolent sexually explicit materials and these same attitudes. Similarly, data for the male sample only supported the hypothesis that the relationship between experience with violent sexually explicit materials and sexually aggressive attitudes toward women would be stronger than the relationship between experience with nonviolent sexually explicit materials and sexually aggressive attitudes toward women.

Other Predictor Variables

In order to investigate if other variables are related to experiences with and attitudes toward sexually explicit materials, age, educational level, and program of study were included in this research. Based on the statistical analysis no significant relations emerged. Age did not correlate with any of the four sexually explicit materials scores. Based on one-way analyses of variance, there were no significant differences amongst any of the means of the educational levels or programs of study for any of the four variables concerning sexually explicit materials.

Summary of Major Findings

Several significant gender differences and significant associations were revealed when analyzing the data. First, people have more experiences with nonviolent sexually explicit materials than with the violent forms, and men, in general, report more experience than women. People who have more experience with sexually explicit materials are more permissive in their attitudes toward them. In addition, people who are more conservative in their attitudes regarding women's rights, maintain sexually aggressive attitudes as well.

For the associations between a) experience with sexually explicit materials and the various attitudes toward women, and between b) attitudes toward sexual stimuli and attitudes toward women, gender and the presence or absence of violence in sexually explicit

materials, significantly influenced the direction and strength of these relationships. Women who have more experience with sexually explicit materials, and women who are more permissive in their attitudes towards the nonviolent themes, have more liberal attitudes towards rights of women. For men, however, having more experience with violent sexually explicit materials was associated with acceptance of interpersonal violence and the belief that intimate relationships are fundamentally adversarial. Finally, for men, permissive attitudes toward all forms of sexually explicit materials was related to more adversarial beliefs and acceptance of violence, and permissive attitudes toward violent pornography were related to rape myth beliefs.

Research Hypotheses

In terms of the hypotheses, the following were substantiated by the data found within this study:

Men reported having had greater amounts of experience with sexually explicit materials than women.

Although it was hypothesized that people who had more exposure to sexually explicit materials would have more sexually aggressive attitudes toward women, it was only the males with experience with violent sexually explicit materials who reported more sexually aggressive attitudes.

People who had more exposure to sexually explicit materials were more permissive in their attitudes toward these same materials.

People who were more stereotyping in their attitudes toward women's rights had more sexually aggressive attitudes toward women.

Although it was predicted for the whole sample, it was only for males that the relationship between experience with violent sexually explicit materials and attitudes towards women's rights was stronger than the relationship between experience with nonviolent sexually explicit materials and these same attitudes.

Although it was predicted for the whole sample, it was only for the males that the relationship between experience with violent sexually explicit materials and sexually aggressive attitudes was stronger than the relationship between experience with nonviolent sexually explicit materials and sexually aggressive attitudes toward women.

In terms of the predicted hypotheses, the following were not substantiated by the data:

Men will be more permissive in their attitudes toward sexually explicit materials than women.

People who have had more exposure to sexually explicit materials will be more stereotyping in their attitudes towards women's rights.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Recent events in both Canada and the United States have focused the public's attention on the controversial topic of pornography, and the possible effects that it has on those who have experience with it. The impetus to do this particular study arose from my own dissatisfaction with assumptions in the popular media on this subject, and limitations and contradictions in the research literature. This research was primarily designed to address the following questions: Is there an association between experience with sexually explicit materials in naturalistic settings and negative attitudes toward women? How is this relationship affected by nonviolent versus violent media materials? Do people who have permissive attitudes toward sexually explicit stimuli also maintain hostile or negative attitudes toward women?

In answering these questions there were some more basic questions that needed to be answered first, and although necessary to this study's completion, could be considered of secondary importance. Included in this category would be research question such as: Do men and women differ in their attitudes toward and experience with sexually explicit materials? How much experience do people have with aggressive or violent sexually explicit materials?

To answer these questions, a retrospective,

correlational survey was conducted. To measure attitudes toward sexually explicit materials and amount of experience with them, four psychometrically unproven instruments were developed. Four measures of attitudes toward women were employed, including three which tapped sexually aggressive attitudes and one which was purported to measure liberal attitudes toward women's rights. Because the research took place at a community college, the variable of "program of study" was included out of interest. Finally age and education level were included to see if they influenced the correlations.

Major Findings

Attitudes Toward Sexually Explicit Materials

Research into how Canadians feel about the acceptability of sexually explicit materials has been very limited and, to date, no researcher has queried Canadians as to what content or themes they find acceptable. The results from this study show clear cut differences between people's attitudes toward violent material and toward nonviolent themes. Participants were very restrictive about violent sexually explicit materials as well as materials that involved children, animals, group sex, homosexuality or anal sex. However, a large percentage were permissive about themes of nudity, heterosexual intercourse, masturbation and oral sex. Males and females were more similar in their attitudes than they were different. They differed on four out of twenty-four

themes, but for all practical purposes these differences were quite small.

It is important to consider these findings in light of the most recently proposed Canadian pornography laws. If Bill C-114 is passed in Canada, the law would outlaw "any visual matter showing vaginal, anal or oral intercourse, ejaculation, sexually violent behavior, bestiality, incest, necrophilia, masturbation or other sexual activity" (quoted in MacLeans Magazine, 1986, p. 37). Based on these results it is questionable if this law in fact accurately reflects a community standard of what is acceptable, given its wide sweeping condemnation of basically all forms of sexual explicitness. This study represents the opinions of a limited sample of people from only one geographic region. What is needed is more research to discover if Canadians in other regions endorse the legal suppression of all forms of sexually explicit materials.

Experience with Sexually Explicit Materials

If sexually explicit materials are becoming more pervasive, and if violent themes in them are increasing does this mean more people are being exposed to this violence? For the sample as a whole, people had more experience with tamer materials than they did with the more aberrant themes. Men had more overall experience with nonviolent sexually explicit materials than women, but were similar in having low levels of exposure to

violent themes. This presents an interesting discrepancy between what males say is acceptable for adult entertainment and what they have seen. One interpretation of these findings is that viewing sexually explicit materials, may very well be a "male event", and that men do not translate their restrictive views regarding these materials into viewing behaviors.

Presently there is a great deal of emphasis regarding aberrant themes in sexually explicit materials, such as pedophilia, bestiality and sodomy. As reported by this research, only a small percentage of people in this survey had any experience with such materials. Perhaps what is needed in future research is the identification of the types of individuals who do use these materials and their reasons or rationale for doing so, as articulated by the users themselves. The violent themes with which a substantial number of people did have experience were physically violent and degrading abuse of women and children. Either of these themes could be found in many of the rape fantasy stories or depictions published in magazines like Penthouse and Hustler.

Of final interest to this area was the finding that women reported having more experience with materials depicting the violent and physically degrading abuse of women and children than did males. Rather than represent a true difference between the genders in the amount of experience they have, I believe a better explanation is

that women, because they are usually portrayed as the victim in these materials, are much more sensitized to these depictions. Because of this sensitization, they may identify with the victim, and thus may remember seeing more scenes involving violence to children and women, than men would. For men a process of desensitization may be taking place. Linz, Donnerstein and Penrod (1985) found that the more men viewed films that displayed degrading violence against women, the less aware they became of these scenes.

Experience with Sexually Explicit Materials and Attitudes Toward Women

Perhaps the most important findings of this study resulted from questioning if there is an association between experience with sexual explicitness in natural settings and various attitudes toward women. Previous research in this area, has been problematic in that the method of evaluating experience levels did not discriminate very well between levels of experience nor between kinds of experiences. This study utilized two 12-item questionnaires, detailed enough to provide this information.

Attitudes toward the rights of women. For the women in this study, the more experience they had with sexually explicit materials, including violent sexuality, the more liberal were their attitudes toward women's rights. This particular correlation was unexpected, but based on

previous research, the following explanation may account for this unpredicted finding. In a field experiment investigating the effects of viewing violent pornography, Malamuth and Check (1981) found that there was a tendency for females, in the treatment condition, to demonstrate less acceptance of violence and of rape myths than control subjects. They explain these findings as resulting form a "reactance" phenomenom (Malamuth & Check, 1981, p. 443), whereby these women's attitudes developed as a reaction against what they were seeing.

Considering that sex role identification develops early in life (Spence & Helmreich, 1978), it has likely been developed for most females previous to any exposure to sexually explicit materials. Therefore many women have a well established set of attitudes regarding the roles of women when they first encounter these materials. As a result of viewing portrayals of women in a negative, stereotyped, or misogynist manner, women may in fact become more committed to women's rights or to a non-stereotyping stance, as a reaction against their media treatment and the false information it conveys.

Finally, the more liberally oriented women may also be more sensitized to these depictions and thus have overestimated the amount of experience they had had with violent sexually explicit materials.

Sexually aggressive attitudes. An opposite pattern of correlations developed for men. For the male

participants, the more experience they had with violent, sexually explicit materials, the greater was their acceptance of interpersonal violence and the more they believed that sexual relations are basically adversarial, and that women are not to be trusted. Because of the correlational nature of this research it is not possible to conclude a cause-effect relationship such that experience with sexually violent pornography leads to greater acceptance of these negative attitudes toward women. This is only one possible interpretation of these results. Equally plausible is the possibility that men who have formulated aggressive attitudes about women, seek out violent sexually explicit materials as they reinforce these pre-established beliefs through their portrayal of violence and adversariness in sexual relations.

Attitudes toward Sexually Explicit Materials and Attitudes Toward Women

Attitudes Toward Women (AWS). For the correlation between attitudes toward sexually explicit materials and attitudes toward women, the pattern of correlations varied greatly dependent on both gender and the absence or presence of violence.

For the male sample, having permissive attitudes toward violent sexual explicitness was related to conservative attitudes toward the rights of women. If one interprets conservative attitudes as meaning stereotypical attitudes of women as inferior, then this correlation is

not unexpected. Feminists (Dworkin, 1981; Brownmiller, 1975; Griffin, 1981; Longino, 1980) have consistently charged that violent pornography depicts women as objects who are owned by men and who exist in order to please them and to defer to their wishes. Men's approval of these materials, by implication, may mean they also support the belief that women are inferior or a commodity for the male's use, and would, in turn, account for the male group having more conservative, stereotyping attitudes about women's rights.

In contrast to these findings, women who had permissive attitudes toward nonviolent sexually explicit materials also had more liberal attitudes toward women's rights. A plausible explanation of this relationship may be based on the concept of "liberalism". It may well be that women may be very supportive of women's rights because of their belief in an underlying liberal ideology that encourages equality between the genders. This same liberalism could influence their beliefs in the freedom of expression, including its application to the publication of highly explicit sexual depictions. Further support of this may be exampled by a comment, written on one of the questionnaires, from a woman who scored very high on the AWS, ATTNVSEM, and ATTVSEM scales. She states as follows:

> Please note when I say "acceptable" I don't mean I like depictions of sex involving violence or that I would encourage people to watch them, but

I oppose censorship of anything. Censorship is the greater evil. I have nothing against any depiction of consensual sex, however, explicit.

Sexually Aggressive Attitudes. Another very significant finding from this study is that men who have permissive attitudes toward sexually explicit materials, are more accepting of interpersonal violence and believe that sexual relationships are exploitative. Also, men with permissive attitudes toward violent sexually explicit materials believe that women enjoy being sexually assaulted. Given that women are often portrayed as the victims of violence in sexual stimili, and men as the perpetrators of violence, it is not unexpected that men's approval of these materials was found to correlate with attitudes which reinforce the myths portrayed in them.

There may also be a third factor, common to both sets of attitudes that accounts for this correlation. An important question is whether the scales used in this study to measure attitudes towards violent sexually explicit materials are only tapping attitudes about the acceptability of aggressive or nonaggressive sexual explicitness. For males, in particular, these scales may also be tapping gender differences specifically related to the male's general predisposition toward or desensitization to all forms of violence, characteristic of the machismo attitude (Montagu & Matson, 1983, p. 164). Our culture's paradoxical tendency to not censure

nonsexual violent themes in the media, often depicted in movies such as Straw Dogs, Death Wish, Taxi Driver, A Clockwork Orange, Friday the 13th (Montagu & Matson, 1983, pp. 165-169) and more recently in the First Blood and Rambo series, needs to be also considered in examining many of the outcomes of this type of research. Is the greater acceptance of violence or desensitization towards violence in sexually explicit media themes, demonstrated by the males in this study, representative of a more general acceptance by males towards all forms of violence. Future research might want to consider if there is also a correlation between attitudes permissive of nonsexual violent depictions and aggressive attitudes toward women.

Better Scales or a New Theory?

The basic limitation of this project is that the questionnaires used to measure attitudes toward and experience with sexually explicit materials have no previous evidence of their reliability or validity. Part of this study was to evaluate their psychometric properties, and based on Cronbach's alpha coefficients and item-to-total correlations there is considerable evidence supporting their reliability. The more critical question, however, concerns whether in fact they actually measure the constructs they are supposed to. A nomological network or set of theoretical assumptions was initially established to help verify the validity of these scales. The following results pertain to the predictions which

evolved from this theoretical network.

Experience Scales

The construct validity of the EXPNVSEM scale based on its ability to discriminate between male and female respondents was substantiated. The mean score of the male participants was significantly higher than that of the females for the nonviolence scale. However, males did not score higher on the EXPVSEM scale, as had been predicted. Therefore only one of the experience measures demonstrated group differences in the expected direction.

Partial validation of the EXPVSEM scale can be based on the pattern of correlations between the Experience with Violent Sexually Explicit Materials scores and other constructs. The predicted correlations between the EXPVSEM scale and the AIV, and ASB scales were demonstrated. There were no similar associations revealed for the EXPNVSEM scale. Failure to correlate with the criterion variables either calls into question the construct validity of the nonviolence scale or requires that the theoretical assumptions that were originally presented be revised.

Attitude Scales

The validity of the attitude scales is also questionable. It was predicted that males and females would score distinctly different on these measures, based on previously mentioned data, but this did not occur. The fact that males and females for this sample were very

similar in their expressed attitudes can either mean that there may be some question about the validity of the scales or that in reality, the genders hold similar attitudes, and that the initial prediction was incorrect.

Finally proof of the attitude scales' validity was to be based on their ability to correlate with the criterion variables, which included AWS, AIV, ASB, and RMA scores. Some of the predicted correlations did occur but only in the case of the men who were survey. For males, both of the attitude measures correlated with AIV and ASB scores. The ATTVSEM scale correlated positively with the RMA scale, and with the AWS in the predicted negative direction.

The data supporting the validity of the four sexually explicit materials scales are to some extent conflicting. One then has to consider that either the scales' validity is in question or that the theory, from which these essential constructs and related measures were derived, needs to be further examined and revised.

One solution to this problem would be to further investigate the validity of these particular scales, regarding their ability to discriminate between various groups, in particular, distinguishing between gender, and between liberal-conservative ideological differences. For example, the experience scale could be tested by administering them to groups known to differ in the amount of experience they have had with sexually explicit

materials; for example subscribers to Playboy, Penthouse, or Hustler magazines versus a fundamentally religious group. A similar procedure could be undertaken with the attitudinal scale.

A second, more beneficial solution would be to pursue further research aimed at answering some of the questions that are being generated regarding the effects of sexually explicit materials. In trying to develop a theory about how people react to and interact with the prevalence of sexually explicit materials in our society some of the following factors should be taken into account. What role does gender play in how these materials affect us? Does liberalism influence our attitudes toward the acceptability of sexually explicit media? Do violent materials cause more harm than the tamer materials?

Conclusions

The results pertaining to the validity of the attitudes toward and experience with sexually explicit materials scales are equivocal. If one were to consider that there has been sufficient evidence to support the validity of these four scales, then the previous discussion leads us to the following conclusions.

Although males and females hold similar views about the permissiveness of sexually explicit materials they differ in terms of how much experience they have had with them. For men, experience with violent sexually explicit materials is associated with more acceptance of sexually

aggressive attitudes toward women. Also having permissive attitudes toward violent sexually explicit material for men is associated with these same hostile attitudes, as well as, conservative attitudes about women's rights. For women, the association between these constructs is very different. Women who have more experience with sexually explicit materials, and who are more permissive in their attitudes toward nonviolent sexually explicit materials, are more liberal in their attitudes towards the rights of women. Thus for men experience with and permissive attitudes toward sexually explicit materials correlated with negative attitudes toward women. For women however, experience with violent sexually explicit materials, and having permissive attitudes toward nonviolent forms of these media were related to more positive attitudes toward women.

Afterword

In February of 1982 I attended a private showing of "Not a Love Story", a film expose of the North American pornography industry. No one spoke during the film, many of us being horrified by the scenes of sexual violence that Bonnie Klein had so effectively arranged in her film. I remember vividly several of the x-rated movie excerpts, and I especially recall the notorious cover of Hustler magazine of a woman's leg's sticking out a meat grinder. I left shocked and angry.

That year I read several feminist books on the

subject, including those of Dworkin, Griffin, Barry and Lederer. I became angrier, and perhaps naively, did not question what I was reading. Pornography was "simply" hate literature about women. I believed the feminist assumptions that pornography had the power to put hostile ideas in men's minds, and that hostility toward women was caused by exposure to those sexually explicit materials. Pornography at that time was for me a very emotional issue and I reacted with my emotions.

In 1983 I decided to undertake a research paper investigating the effects of sexually explicit materials. As I began to read the social science research in this area two facts struck me. First, I could not find a single empirical study undertaken by a woman and secondly, the conclusions presented in the research were far less clear cut than those that the feminist literature presented. This is not to say that I did not read alot of poorly conducted studies, nor that the social scientists did not themselves sometimes come to unsubstantiated conclusions. However, among those whom I regarded as the better researchers, including Edward Donnerstein, Neil Malamuth, and James Check, all were very cautious about proposing a direct cause and effect link between pornography and sexually violent acts and/or attitudes. Part of me believed that the feminist writers were still correct in their assumptions, and yet I felt that the researchers were warning me that the effect of sexually

explicit materials on people's attitudes was a far more complex topic than I had first considered. I seriously wanted to find out if there was any relationship between misogynist attitudes and the usage of sexually explicit materials. I was not satisfied that the research literature held all the answers I needed and decided to do my thesis in this area hoping to come to some of my own informed conclusions about the problem.

Since completion of the research I find that I am no longer convinced that there is a linear relationship between experience with sexually explicit materials and sexually aggressive attitudes towards women. Although I found significant correlations between these two factors, the coefficients were so small that the experience factor accounted for very little of the variance in the attitude scores. I found myself agreeing with what Donnerstein and Malamuth have often stated in public and in their research. Experience with violent ~~sexually~~ explicit materials is not necessarily the cause of negative attitudes but reinforces already existing beliefs about women. But if violent pornography was not the culprit, causing these negative attitudes, then what is? Having become sensitized to all sorts of media violence against individuals I began wondering if this was the more important dimension of the total problem. My focus over the course of doing the research gradually but dramatically changed. I started with wanting to know more

about pornography, and went on to questioning where misogynist attitudes develop. Why do some men develop them while others do not? Who or what influences people to believe that women are inferior, and/or that they enjoy sexual aggression.

I still do not personally like sexually explicit materials, and based not only on my readings, but also on the discussions and debates I have had with people, I believe that pornography is a very different experience for women than it is for men. I meet women who are embarrassed and angered, and who feel degraded by sexually explicit displays. Occasionally in my work as a counsellor I have had women share with me that they are experiencing conflict in their relationships due to arguments about pornography. Even my questions about sexually explicit materials have changed. As stated above, I would like to know why certain individuals are attracted to sexually explicit materials. Why do they purchase Playboy or Penthouse? What meaning does it give them or is it just a poor substitute for lacking meaning in their lives? Why do some people enjoy violence, and why is there so much of it in our society? For me the completion of this research has simply left me with more questions, and realizing that pornography is not easily explained by ideological rhetoric or by empirical research.

In conclusion, I have come to view pornography not as

an isolated problem but rather as a symptom of a larger social malaise. I believe that feminists have focused their attacks on sexually explicit materials and their more violent manifestations as they are visible evidence of how repressive our culture continues to be for women. To understand pornography, however, I believe a consideration of the socio-cultural and historical context within which these particular problems occur needs to be considered by social scientists. Is the violence found in sexually explicit materials only representative of misogynist attitudes or is it indicative of a deeper cultural callousness demonstrated in other media forms? I believe that the objectification of individuals within pornography to be symbolic of similar dehumanizing trends in other areas of our society, including for example sexual relationships. It seemed evident to me at one time that pornography was primarily about the victimization of women, but I now believe this to be an oversimplification of a much wider and more complicated socio-cultural problem. For an analysis of the origins and impact of modern society's dehumanizing influences, and specifically pornography's contribution I refer the reader to the work of Montagu and Matson (1984) to draw your own conclusions.

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APPENDIX A

AN INTRODUCTION TO SURVEY PARTICIPATION

Introduction to Research Study

Before handing out this survey there are a few points of importance that I would like to bring to your attention: First, I am a graduate student at the University of Alberta and the results of this research will be incorporated into a Master's thesis. The questions you are being asked, concern your feelings or beliefs about a number of social issues, such as the role of men and women in today's society as well as your experience with and feelings about the use of sexuality or sexually explicit themes in the media. Given the nature of this research some individuals may find these questions are of a very sensitive nature. If at any time you feel uncomfortable or uneasy about answering these questions I would please ask you not to finish the survey. Participation in this research is entirely on a voluntary basis and you have the option of withdrawing now or at anytime during the study.

The survey will take approximately one half hour to complete. Please be sure not to put your name on any section of the questionnaire. An ID number has been assigned to each survey sheet for data analysis purposes only.

Finally, the results of this research will be put on reserve at the learning resources centre, at all three Grant MacEwan campuses. If you are interested in these results they can be located at the reserve desks, filed

under my name. Anyone wanting to contact me individually is invited to do so and I can be reached at the Mill Woods campus counselling services.

INTRODUCTION

With the permission of your instructor, I would like to ask your cooperation in taking take to fill out the following survey. The scales and questions presented are designed to measure specific experiences that you have had, as well as viewpoints that you hold in regards to a variety of social issues. Although some questions may ask about sensitive matters, you are guaranteed that your answers will be treated with confidentiality owning to the anonymous nature of this study. Your name should not appear on any part of this survey.

In filling out this survey -- answer each question as it APPLIES TO YOU. Remember that individuals vary greatly as to their personal standards of what is and is not acceptable or appropriate. Therefore, there are no right or wrong answers.

Please answer each item as quickly, but as accurately as possible. It may be difficult to decide on an answer for some questions, however, please answer them all.

I would like to emphasize how important your contribution is to this study, and to thank you for your cooperation.

DEMOGRAPHIC DATA _____

1. Program of study: _____

2. Age: _____

3. Sex: _____

4. How many years of education have you completed? (Please check one.)

   a) Less than high school graduation. _____
   b) High school graduation. _____
   c) Education beyond high school but not a college diploma. _____
   d) A college diploma. _____
   e) University education. _____

APPENDIX B

QUESTIONNAIRES

PART A

Attitudes Toward Sexually Explicit Materials
Questionnaire

According to your personal standards which of the following are acceptable in various media forms, such as, books, magazines, films and videos, for the purpose of entertainment not education, when being made available to consenting adults. Please indicate the extent of your acceptance by circling the appropriate response.

For example:

1. Nude adult females.

Never	Acceptable Under *	Always
1. Acceptable	2. Certain Circumstances	3. Acceptable

* These circumstances might be, for example, in magazines but not in books, no public display, etc.

Remaining Questionnaire Items:

2. Nude adult males.

3. Nude adult males and females together.

4. Adult heterosexual intercourse: depicting mutual consent.

5. Adult heterosexual intercourse: depicting the use of force or violence.

6. Adult homosexual intercourse: depicting mutual consent.

7. Adult homosexual intercourse: depicting the use of force or violence.

8. Adult oral sex: depicting mutual consent.
9. Adult oral sex: depicting the use of force or violence.
10. Adult anal sex: depicting mutual consent.
11. Adult anal sex: depicting the use of force or violence.
12. Group sex: depicting mutual consent.
13. Group sex: depicting the use of force or violence.
14. Adult-child sex: depicting mutual consent.
15. Adult-child sex: depicting the use of force or violence.
16. Child-child sex: depicting mutual consent.
17. Child-child sex: depicting the use of force or violence.
18. Sex with animals.
19. Masturbation.
20. Physically violent and degrading abuse of women.
21. Physically violent and degrading abuse of men.
22. Physically violent and degrading abuse of children.
23. The portrayal of pain suffered as sexually pleasing.
24. The portrayal of causing pain as sexually pleasing.

Responses to all items were: 1. Never Acceptable (0), 2. Acceptable Under Certain Circumstances (1), 3. Always Acceptable (2). For items 3, 4, 5, 9, 11, 13, 20, 21, and 24 the order of the responses was reversed.

PART B

Attitudes Toward Women Scale

The statements listed below describe attitudes toward the role of women in society that different people have. There are no right or wrong answers, only opinions.

For each of the following statements, circle the number that would most nearly be true for you. Please indicate your opinion by circling either 1, 2, 3, or 4 for each item.

For example:

1	2	3	4
agree strongly	agree mildly	disagree mildly	disagree strongly

---

Questionnaire Items:

1. Swearing and obscenity are more repulsive in the speech of a woman than a man.
2. Women should take increasing responsibility for leadership in solving the intellectual and social problems of the day.
3. Both husband and wife should be allowed the same grounds for divorce.
4. Tell dirty jokes should be mostly a masculine prerogative.
5. Intoxication among women is worse than intoxication among men.
6. Under modern economic conditions with women being active outside the home, men should share in household tasks such as washing dishes and doing the laundry.
7. It is insulting to women to have the "obey" clause remain in the marriage service.
8. There should be a strict merit system in job appointment and promotion without regard to sex.

9. A woman should be free as man to propose marriage.

10. Women should worry less about their rights and more about becoming good wives and mothers.

11. Women earning as much as their dates should bear equally the expense when they go out together.

12. Women should assume their rightful place in business and all the professions along with men.

13. A woman should not expect to go to exactly the same places or to have quite the same freedom of action as a man.

14. Sons in the family should be given more encouragement to go to college than daughters.

15. It is ridiculous for a woman to run a locomotive and for a man to darn socks.

16. In general, the father should have greater authority than the mother in bringing up the children.

17. Women should be encouraged not to become sexually intimate with anyone before marriage, even their fiance.

18. The husband should not be favored by law over the wife in the disposal of family property and income.

19. Women should be concerned with their duties of childbearing and house tending, rather than with desires for professional and business careers.

20. The intellectual leadership of a community should be largely in the hands of men.

21. Economic and social freedom is worth far more to women than acceptance of the ideal of femininity which has been set up by men.

22. On the average, women should be regarded as less capable of contributing to economic production than are men.

23. There are many jobs in which men should be given preference over women in being hired or promoted.

24. Women should be given equal opportunity with men for apprenticeship in the various trades.

25. The modern girl is entitled to the same freedom from regulation and control that is given to the modern boy.

Responses to all items were: 1. Agree strongly, 2. Agree Mildly, 3. Disagree Mildly, 4. Disagree Strongly. For items 1, 4, 5, 10, 14, 15, 16, 17, 19, & 20, response 1 = 0, response 2 = 1, response 3 = 2, and response 4 = 3. For the remaining items these responses were scored in the opposite direction.

PART C

Hostile Attitudes Toward Women Scales

(Adapted from Burt, 1980)

This questionnaire will explore your attitudes and feelings about the behavior of men and women toward each other in their everyday lives, and also their romantic and sexual behavior.

For each of the following statements, circle the number that would be most nearly true for you. Note that the numbers always extend from one extreme feeling to its opposite kind of feeling. "Neutral" implies no judgement either way; try to use this rating as little as possible.

For example:

1	2	3	4	5	6	7
strongly agree			neutral			strongly disagree

Presented below are the three scales which comprised the twenty-nine item questionnaire. The number in brackets [(1) for example], following each item, represents the order in which the various items appeared in the administered questionnaire.

Rape Myth Acceptance (RMA) Scale:

1. A woman who goes to the home or apartment of a man on their first date implies she is willing to have sex. (1)

2. Any female can get raped. (29)

3. One reason that women falsely report a rape is that they frequently have a need to call attention to themselves. (8)

4. Any healthy woman can successfully resist a rapist if she really wants to. (17)

5. When women go around braless or wearing short skirts and tight tops, they are just asking for trouble. (15)

6. In the majority of rapes, the victim is promiscuous or had a bad reputation. (23)

7. If a girl engages in necking or petting and she lets things get out of hand, it is her own fault if her partner forces sex on her. (9)

8. Women who get raped while hitchhiking get what they deserve. (24)

9. A woman who is stuck-up and thinks she is too good to talk to guys on the street deserves to be taught a lesson. (19)

10. Many women have an unconscious wish to be raped, and may then unconsciously set up a situation in which they are likely to be attacked. (4)

11. If a women gets drunk at a party and has intercourse with a man she's just met there, she should be considered "fair game" to other males at the party who want to have sex with her too, whether she wants to or not. (18)

12. What percentage of women who report rape would you say are lying because they are angry and want to get back at the man they accuse? * (26)

13. What percentage of reported rapes would you guess were merely invented by women who discovered they were pregnant and want to protect their own reputation? * (13)

14. A person comes to you and claims they were raped. How likely would you be believe their statement if the person were:
Your best friend? ** (20b)

15. An Indian woman? ** (20a)

16. A neighborhood woman? ** (20c)

17. A young boy? ** (20d)

18. A black woman? ** (20e)

19. A white woman? ** (20f)

Responses to all items were recorded on a 7-point scale, ranging from 1 = "strongly disagree" to 7 = "strongly agree," except items marked "*" used "almost all, about 3/4, about half, about 1/4, almost none" and items marked "**" used "always, frequently, sometimes, rarely, never".

Adversarial Sexual Beliefs (ASB) Scale:

1. A woman will only respect a man who will lay down the law to her. (3)

2. Many women are so demanding sexually that a man just can't satisfy them. (11)

3. A man's got to show the woman who's boss right from the start or he'll end up henpecked. (5)

4. Women are usually sweet until they've caught a man, but then they let their true self show. (25)

5. A lot of men talk big, but when it comes down to it, they can't perform well sexually. (28)

6. In a dating relationship a woman is largely out to take advantage of a man. (6)

7. Men are out for only one thing. (21)

8. Most women are sly and manipulating when they are out to attract a man. (27)

9. A lot of women seem to get pleasure in putting men down. (2)

Responses to all items were recorded on a 7-point scale, ranging from 1 = "strongly disagree" to 7 = "strongly agree".

Acceptance of Interpersonal Violence (AIV) Scale:

1. Being roughed up is sexually stimulating to many women. (14)

2. Many times a woman will pretend she doesn't want to have intercourse because she doesn't want to seem loose, but she's really hoping the man will force her. (16)

3. A wife should move out of the house if her husband hits her. (7)

4. Sometimes the only way a man can get a cold woman turned on is to use force. (12)

5. A man is never justified in hitting his wife. (22)

6. People today should not use "an eye for an eye and a tooth for a tooth" as a rule for living. (10)

Responses to all items were recorded on a 7-point scale, ranging from 1 = "strongly disagree" to 7 = "strongly agree". Items 3, 5, and 6 are reverse scored.

PART D

Experience With Sexually Explicit Materials

Questionnaire

The following questions assess your experience with sexually explicit materials which have been presented in the various media forms, such as books, magazines, movies and videos, for the purpose of entertainment not education. Please indicate how many times you have experienced (seen, read, viewed, etc.) each of the following by circling the appropriate response. Please select the answer which most closely reflects your actual experience, not what you feel is appropriate or acceptable.

For example:

1. Nude adult females.

1. Never 2. Once or twice 3. Several time 4. Often

Remaining Questionnaire Items:

2. Nude adult males.

3. Nude adult males and females together.

4. Adult heterosexual intercourse: depicting mutual consent.

5. Adult heterosexual intercourse: depicting the use of force or violence.

6. Adult homosexual intercourse: depicting mutual consent.

7. Adult homosexual intercourse: depicting the use of force or violence.

8. Adult oral sex: depicting mutual consent.

9. Adult oral sex: depicting the use of force or violence.

10. Adult anal sex: depicting mutual consent.

11. Adult anal sex: depicting the use of force or violence.

12. Group sex: depicting mutual consent.

13 Group sex: depicting the use of force or violence.

14. Adult-child sex: depicting mutual consent.

15. Adult-child sex: depicting the use of force or violence.

16. Child-child sex: depicting mutual consent.

17 Child-child sex: depicting the use of force or violence.

18. Sex with animals.

19. Masturbation.

20. Physically violent and degrading abuse of women.

21. Physically violent and degrading abuse of men.

22. Physically violent and degrading abuse of children.

23. The portrayal of pain suffered as sexually pleasing.

24. The portrayal of causing pain as sexually pleasing.